



***Did we fail?***

***The weird success story of Beatbuddy***

**Wolf Lang**

Co-CEO THREAKS GmbH

**GAME DEVELOPERS CONFERENCE<sup>®</sup>**

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MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



## What is **Beatbuddy**?

- First musical action-adventure game
- exclusive music by Parov Stelar, Austin Wintory
- script-polishing by Rhianna Pratchett
- 4 years of development
- Steam release Aug. 2013, iOS release Oct. 2014
- Beatbuddy album, music video, merch & podcasts



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## The GOOD

- 700k units sold (March 2015)
- 14 international awards and nominations
- 75% meta-critic
- 180k \$ revenue (March 2015)
- exhibited at 13 major game shows
- more platform releases this year

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## The BAD

- only 7k copies sold in the first 6 months
- very low average copy price
- company faced bankruptcy several times
- 70% of the team left
- cooperation with major music label failed
- no return on invest at sight

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# Was it a success?

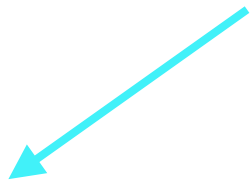
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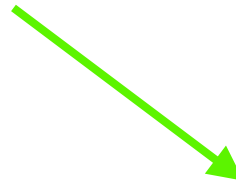
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# Measuring success



Emotional success



Financial success



# The pre-story

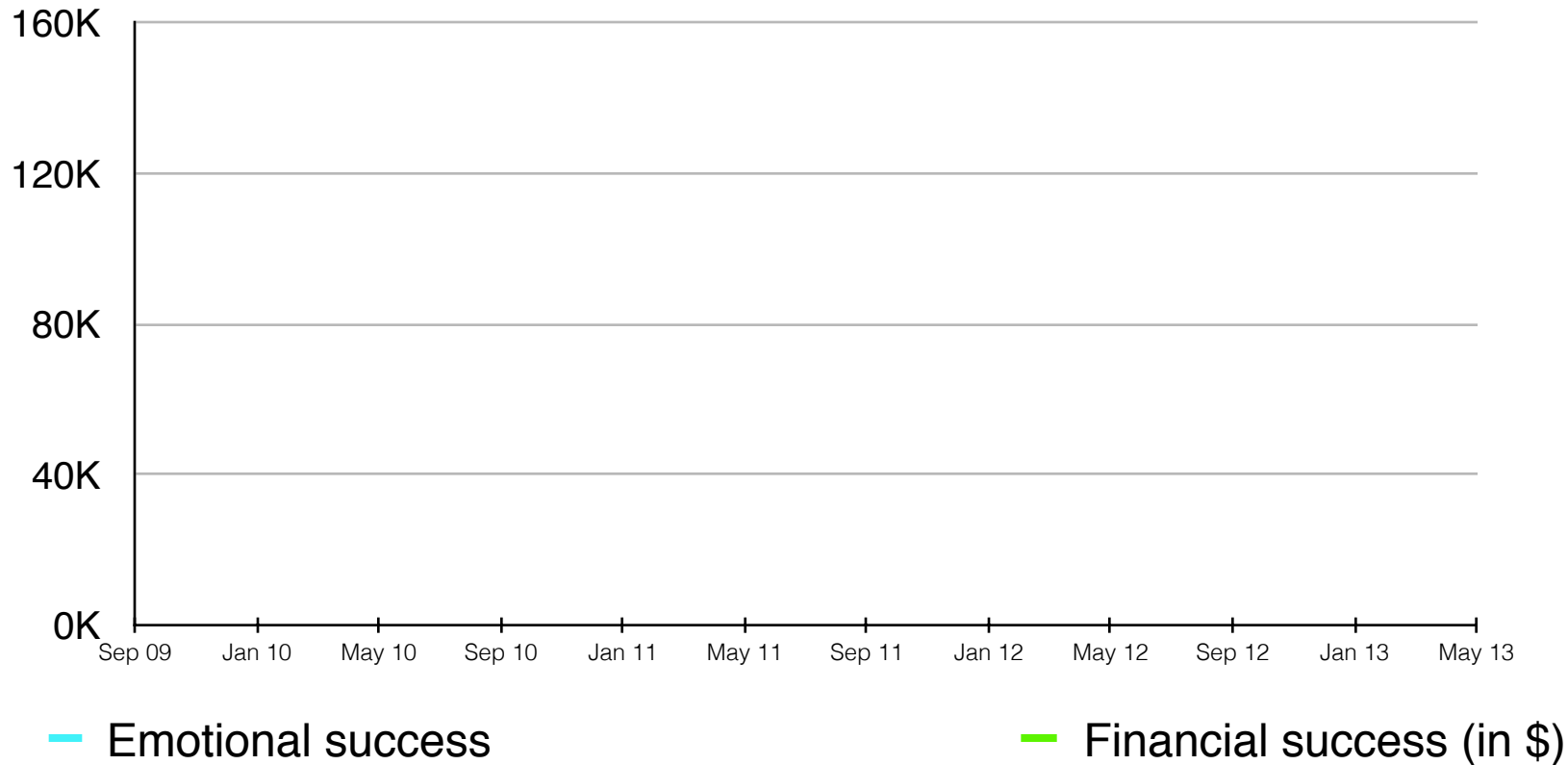
June 2009 - May 2013

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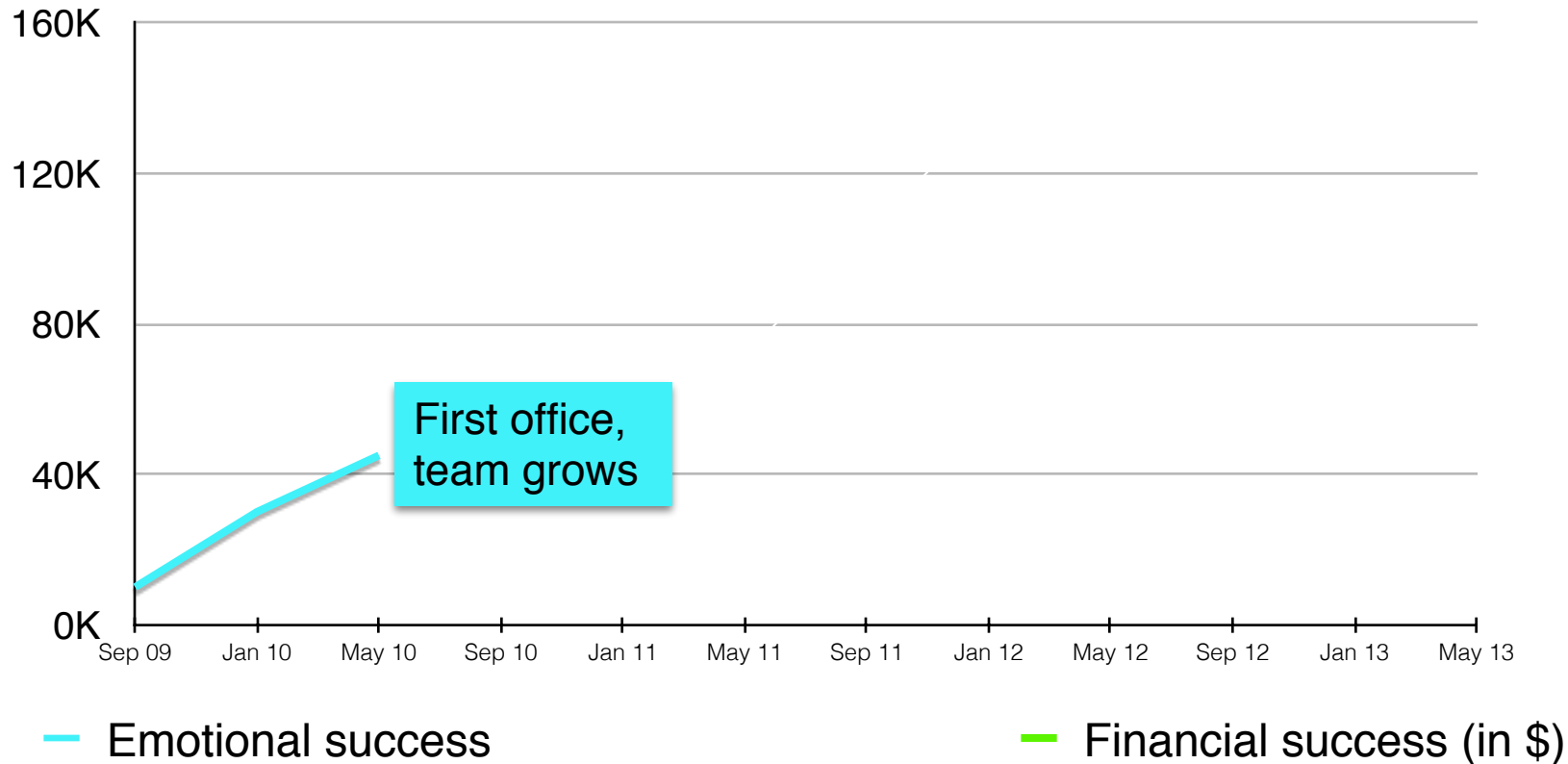
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## The pre-story (Sep.09 - May.13)

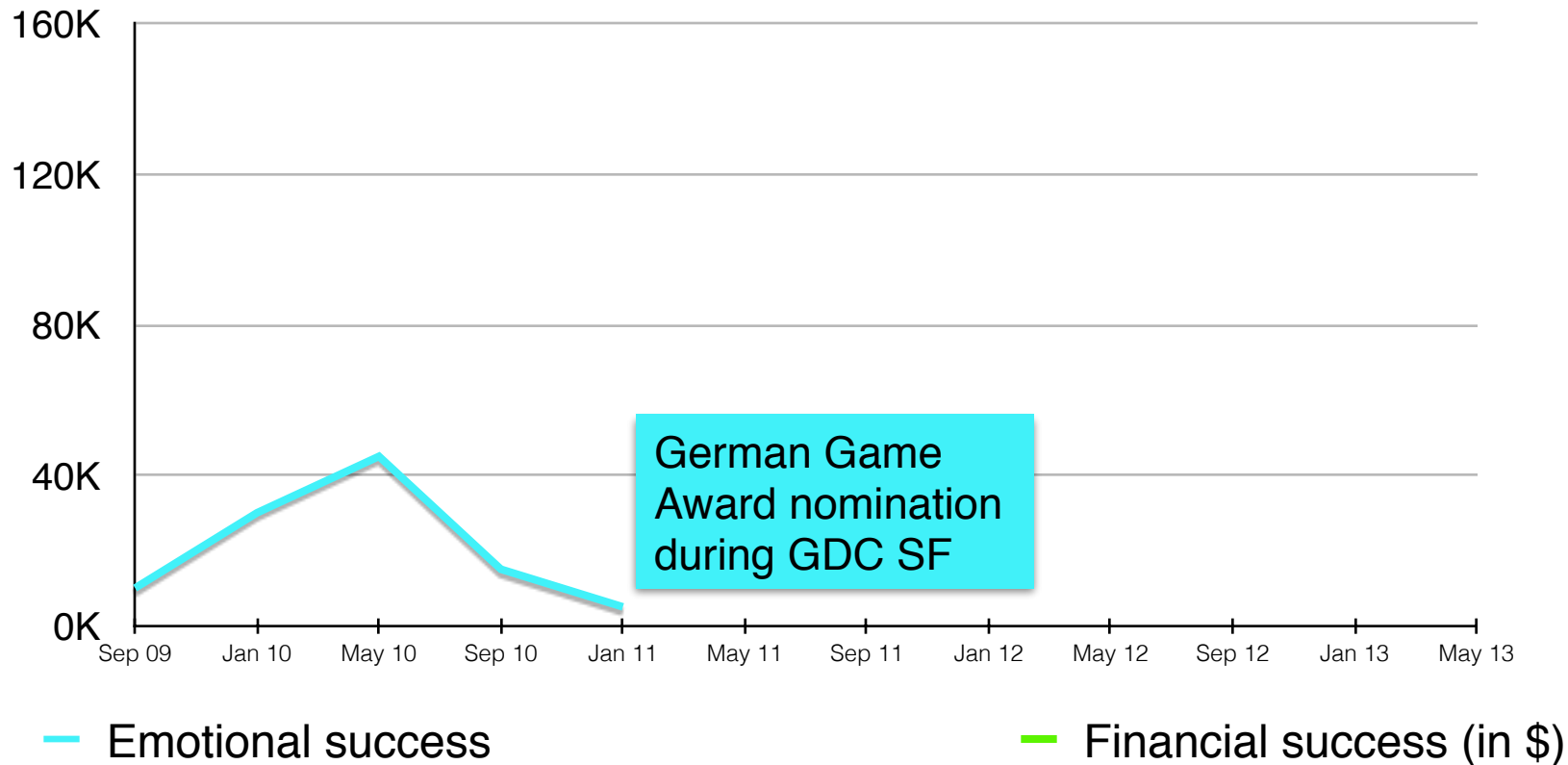




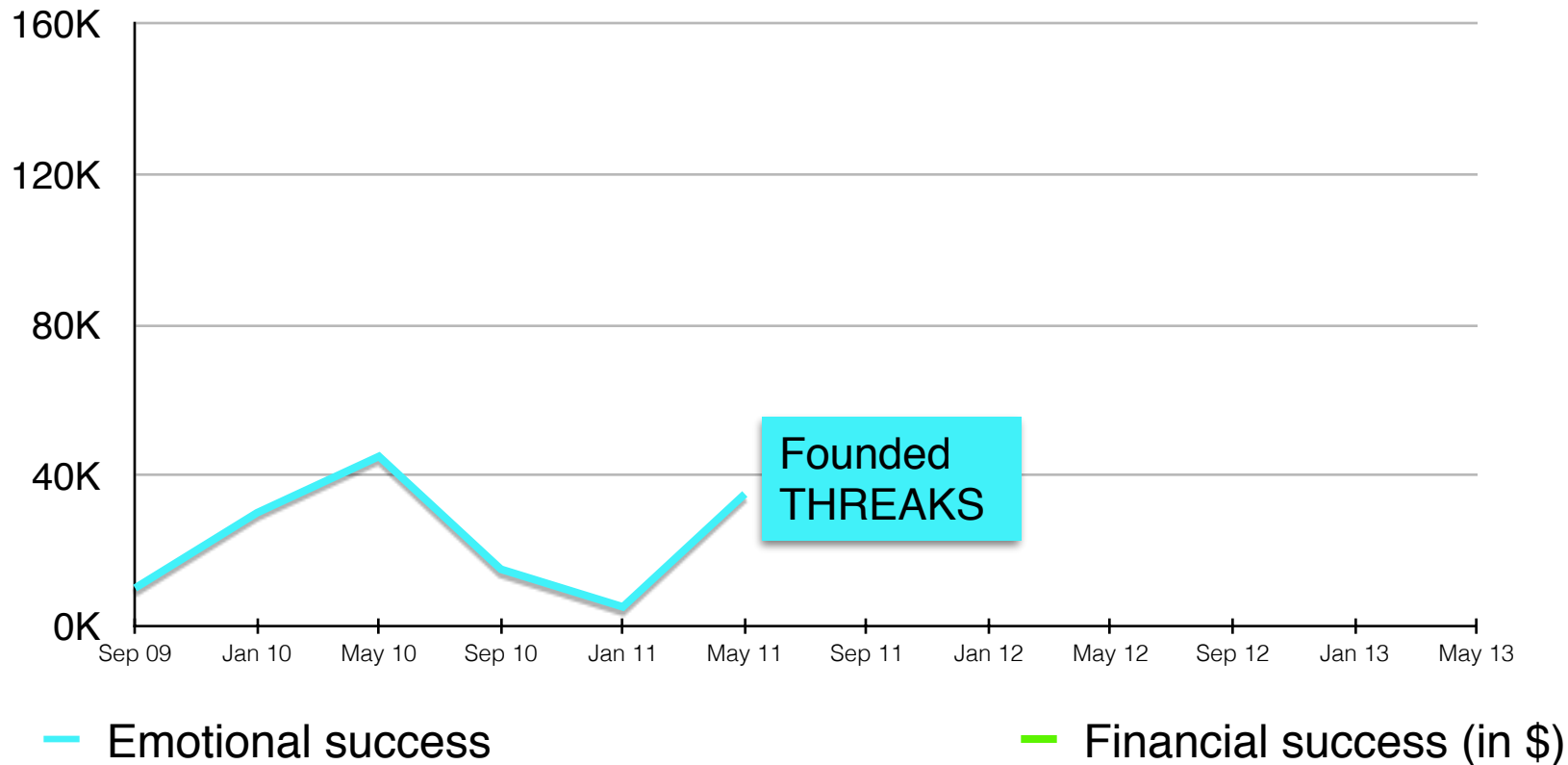
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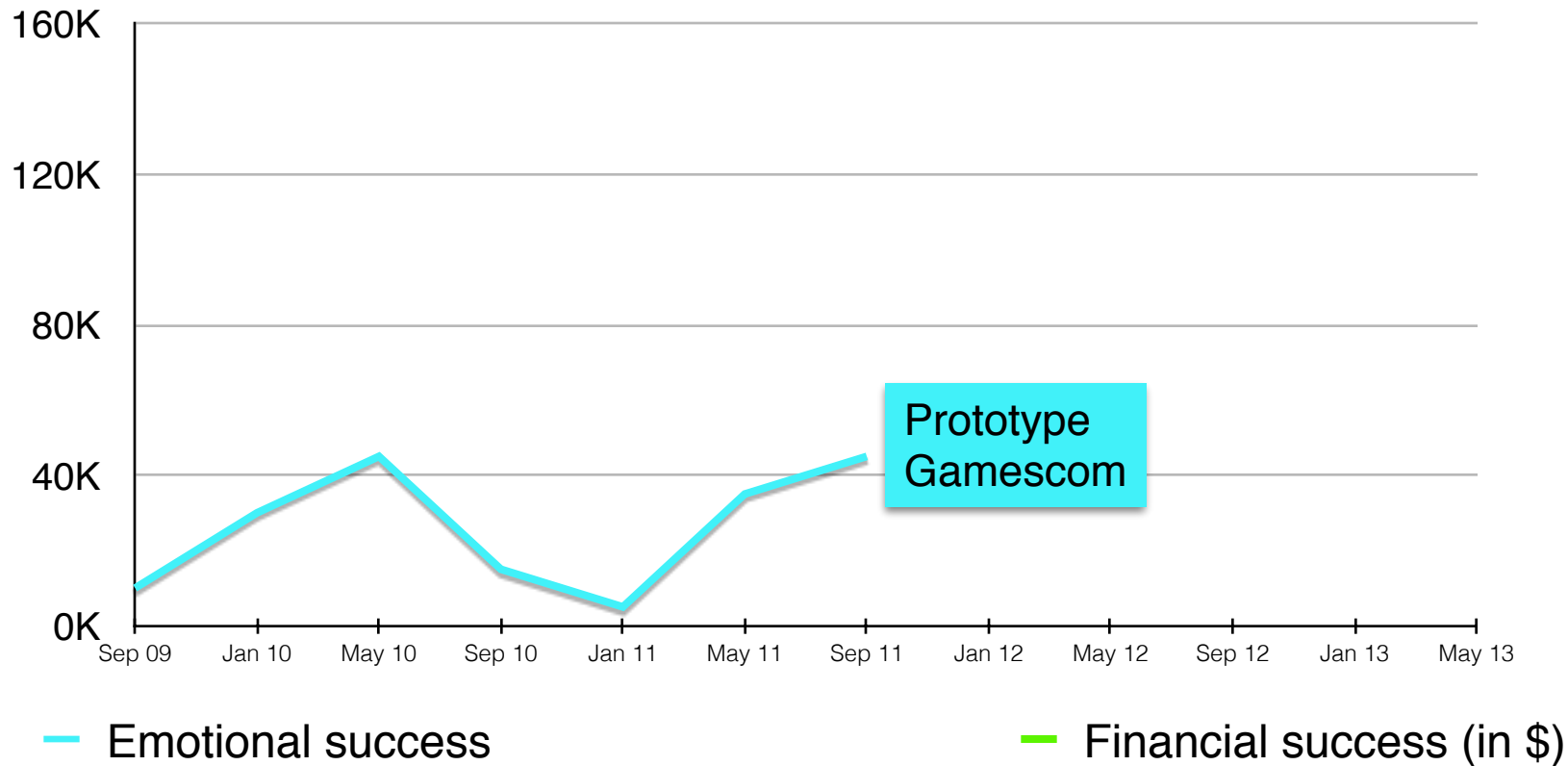
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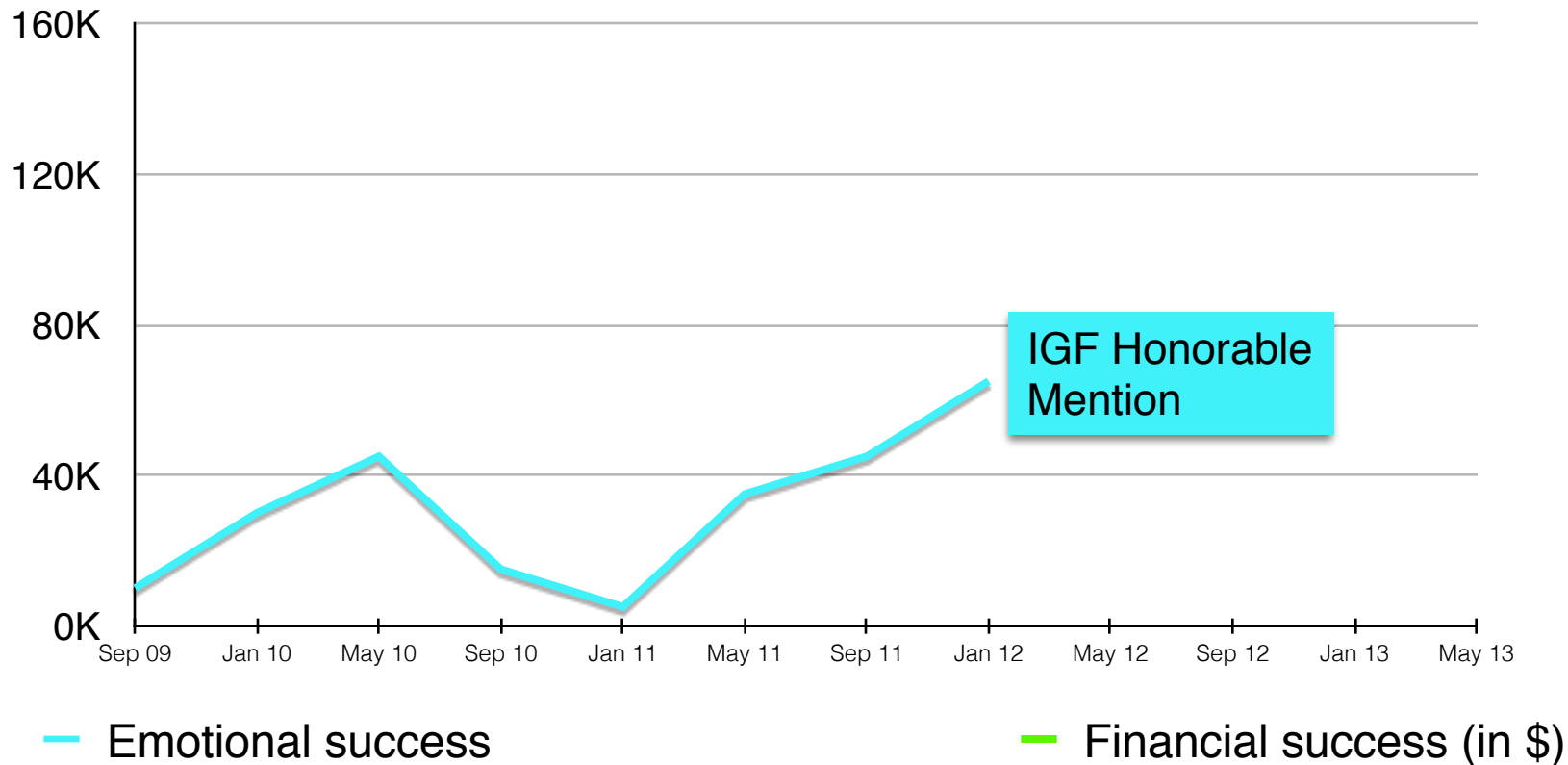
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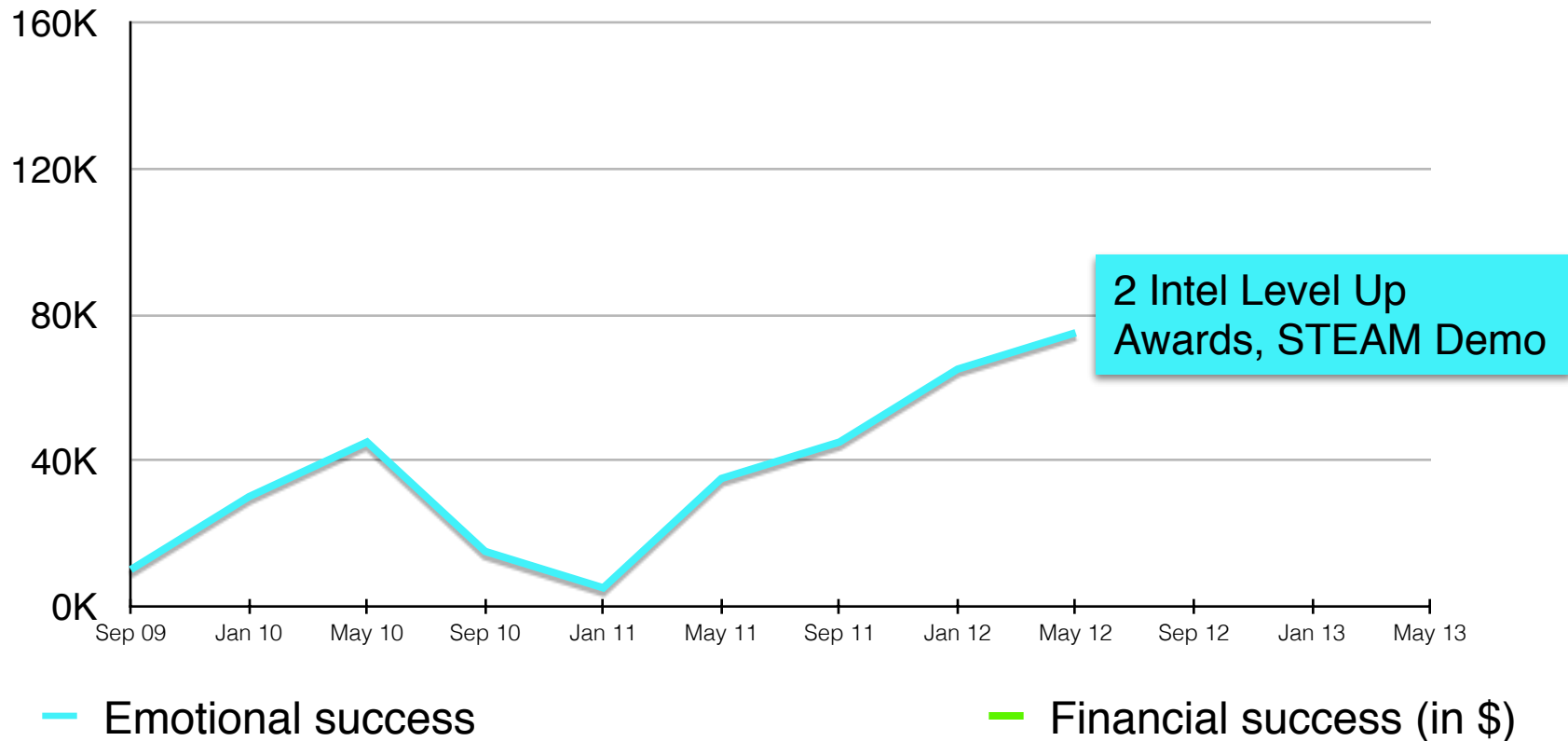
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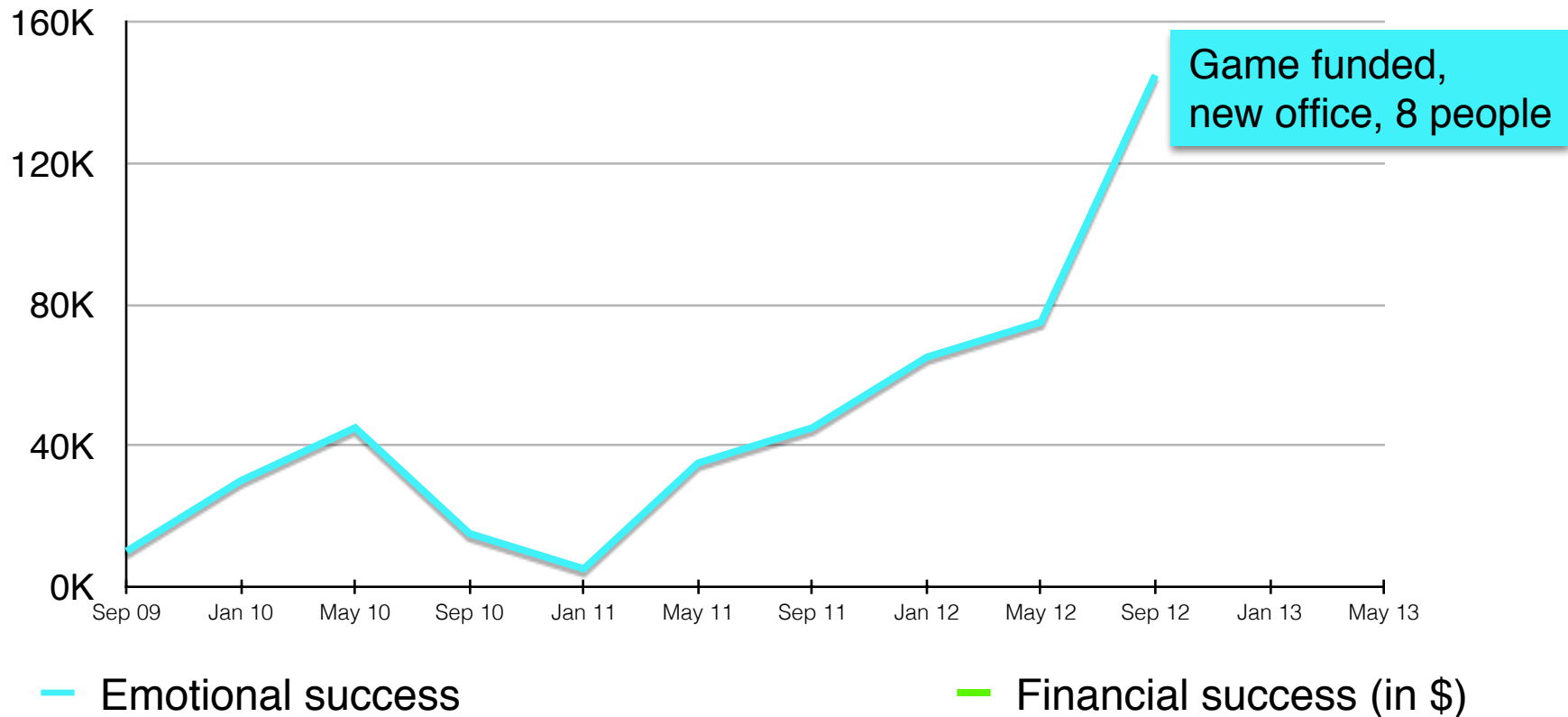
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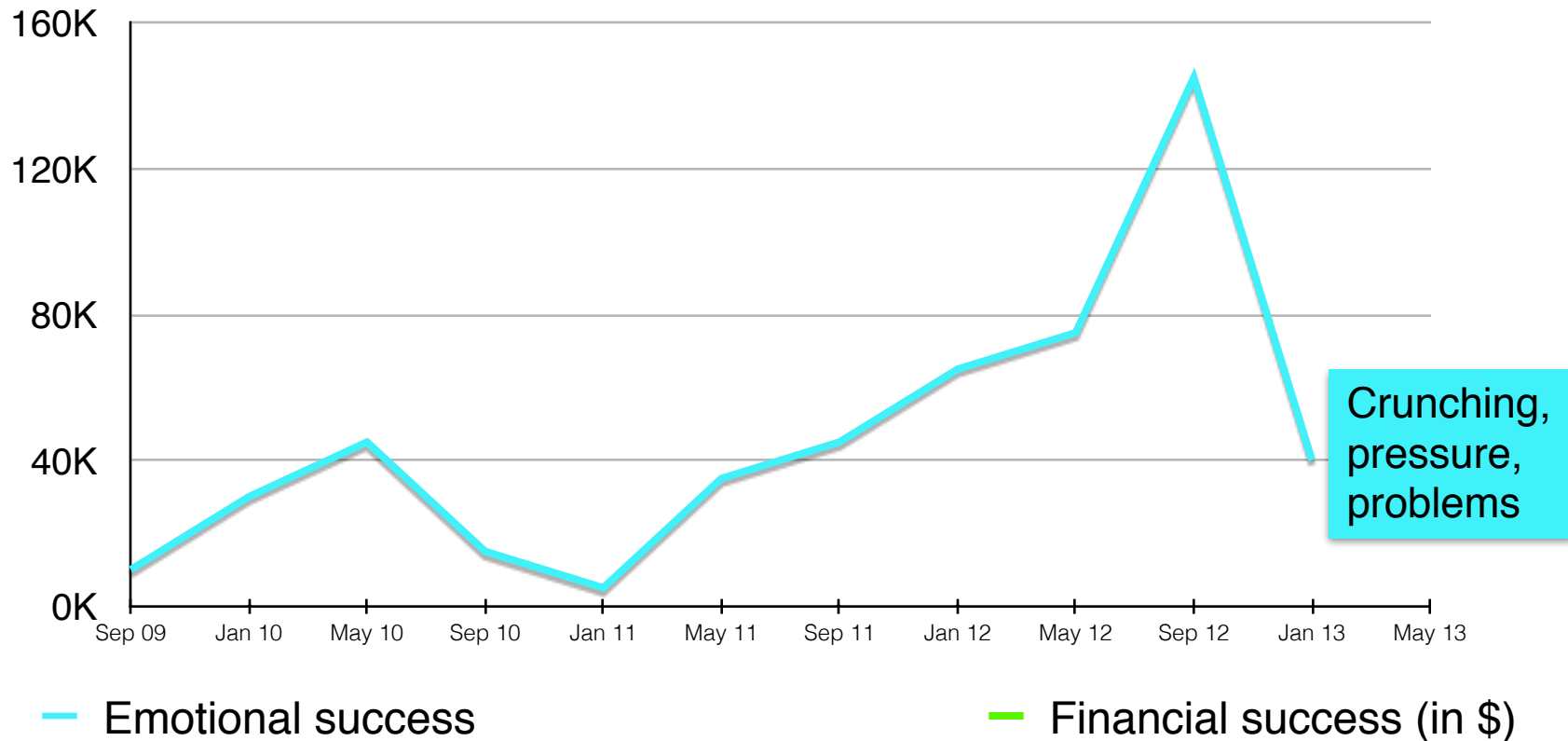
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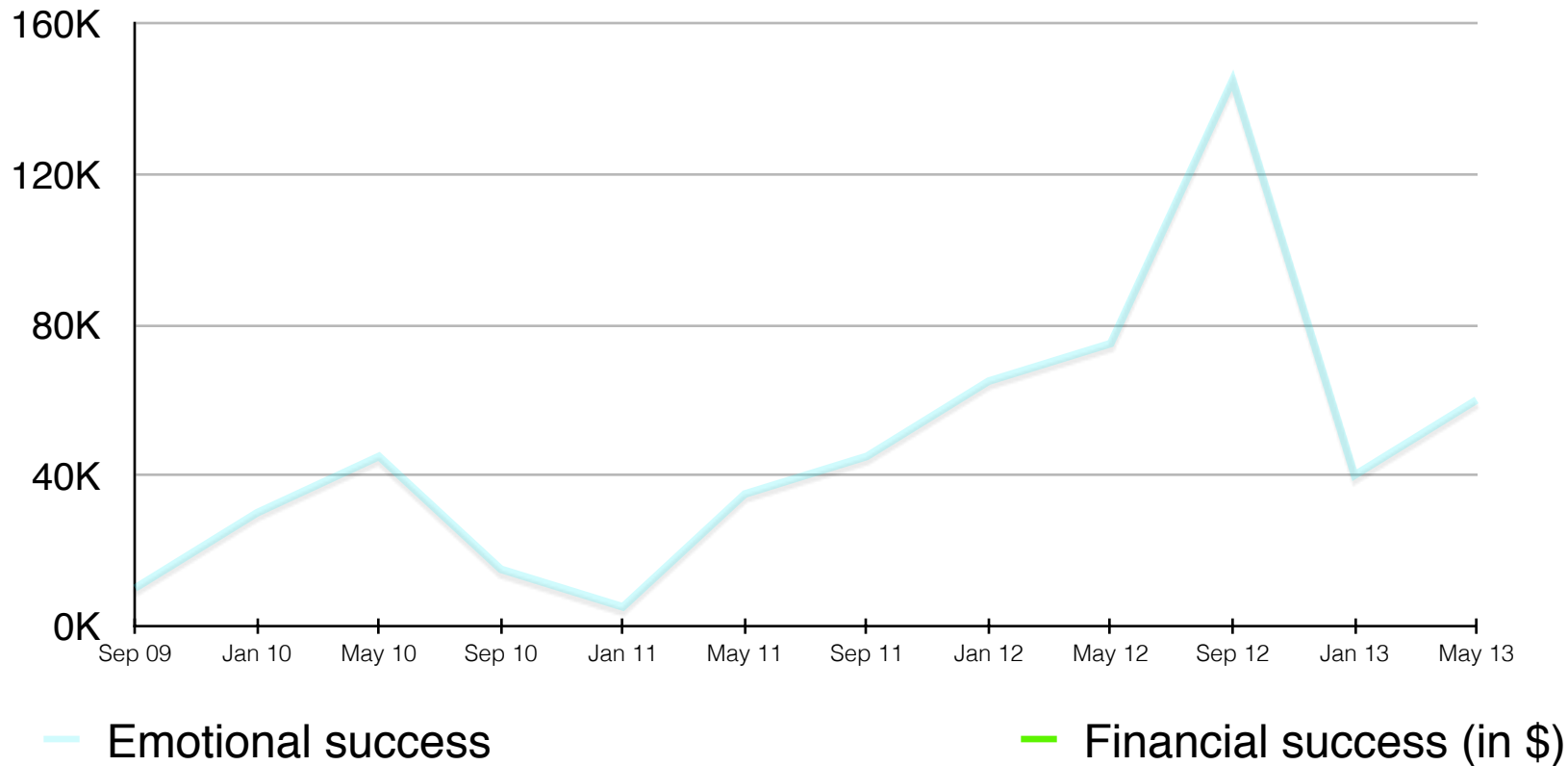


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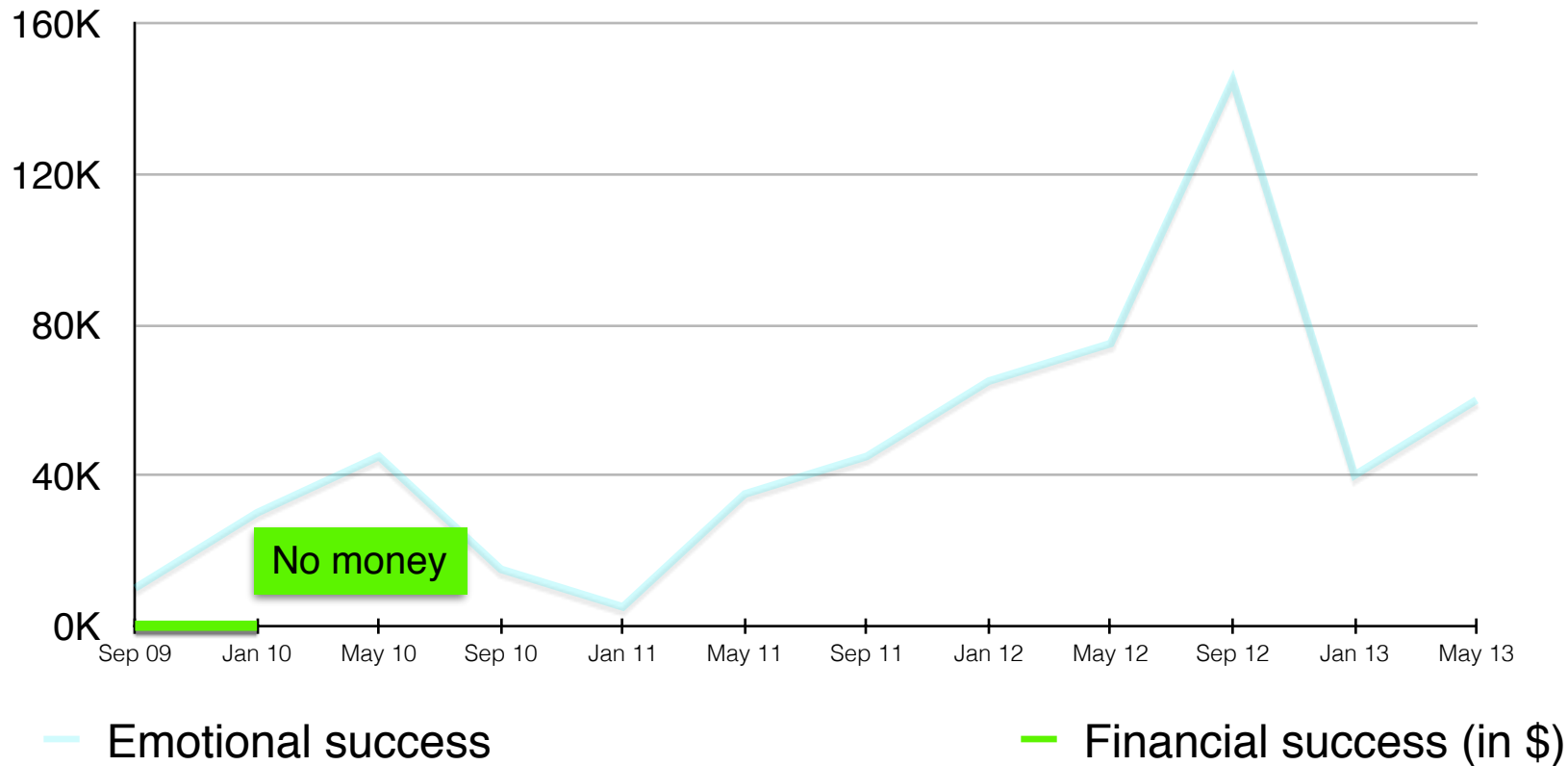




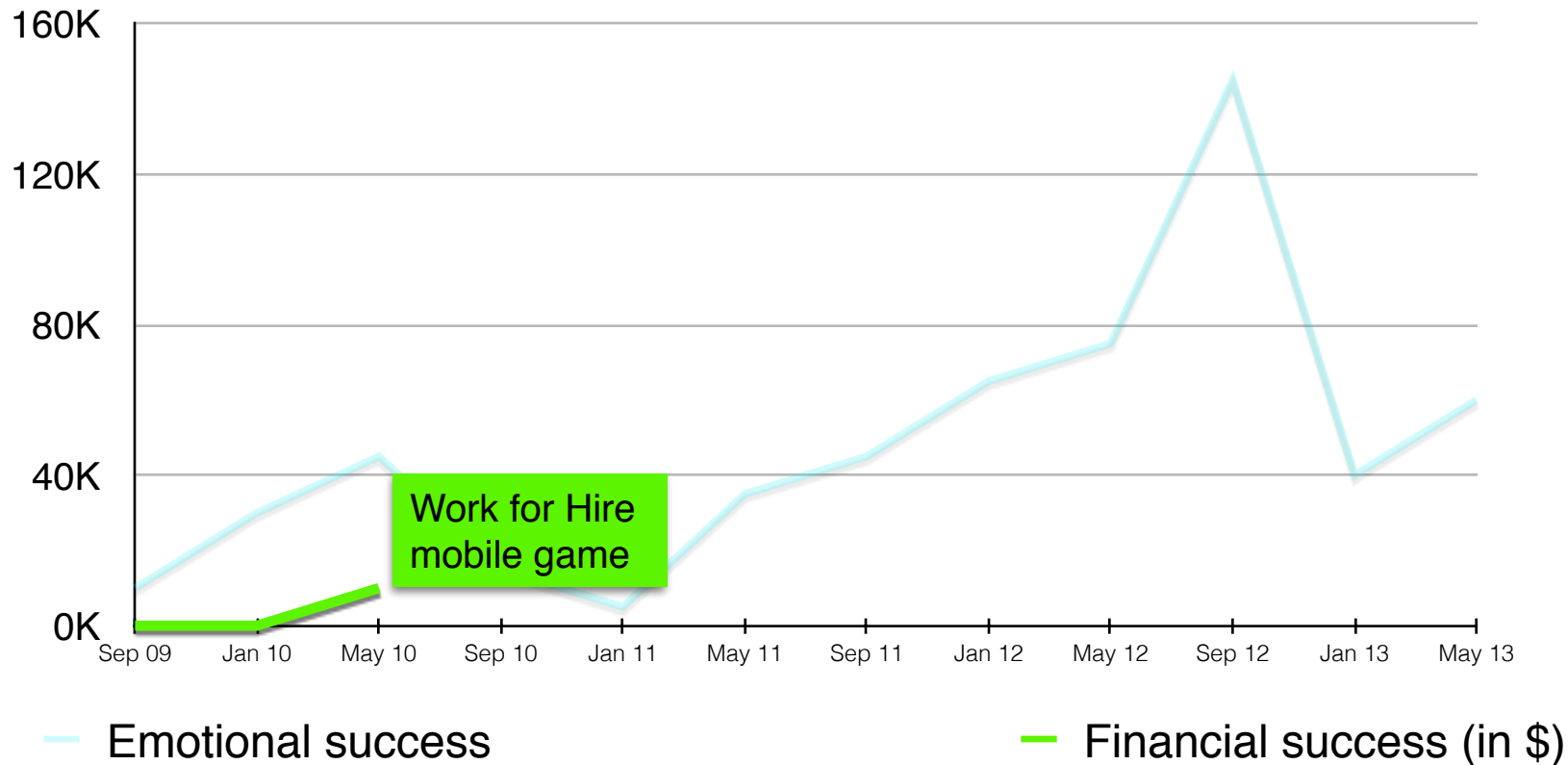
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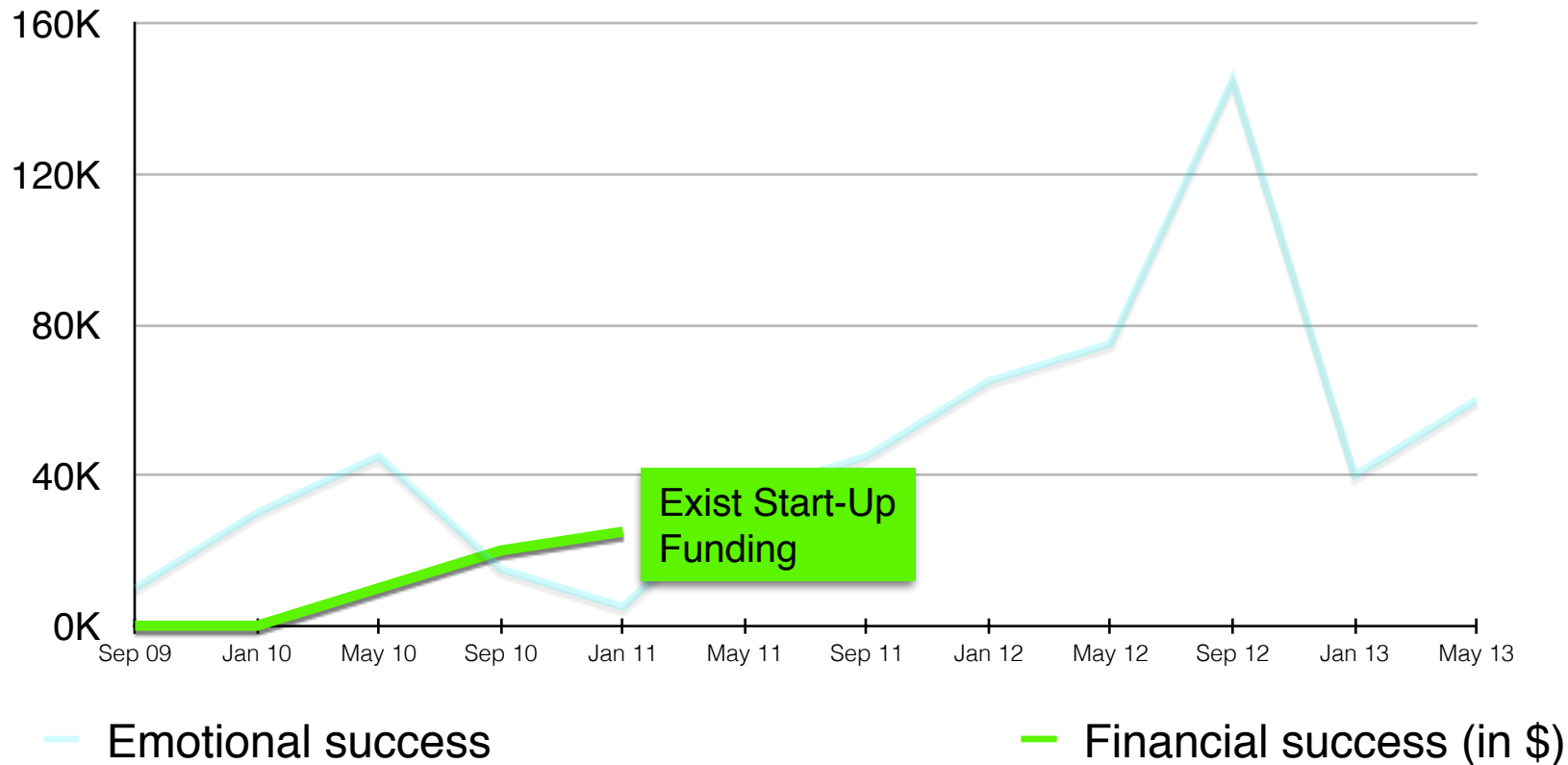
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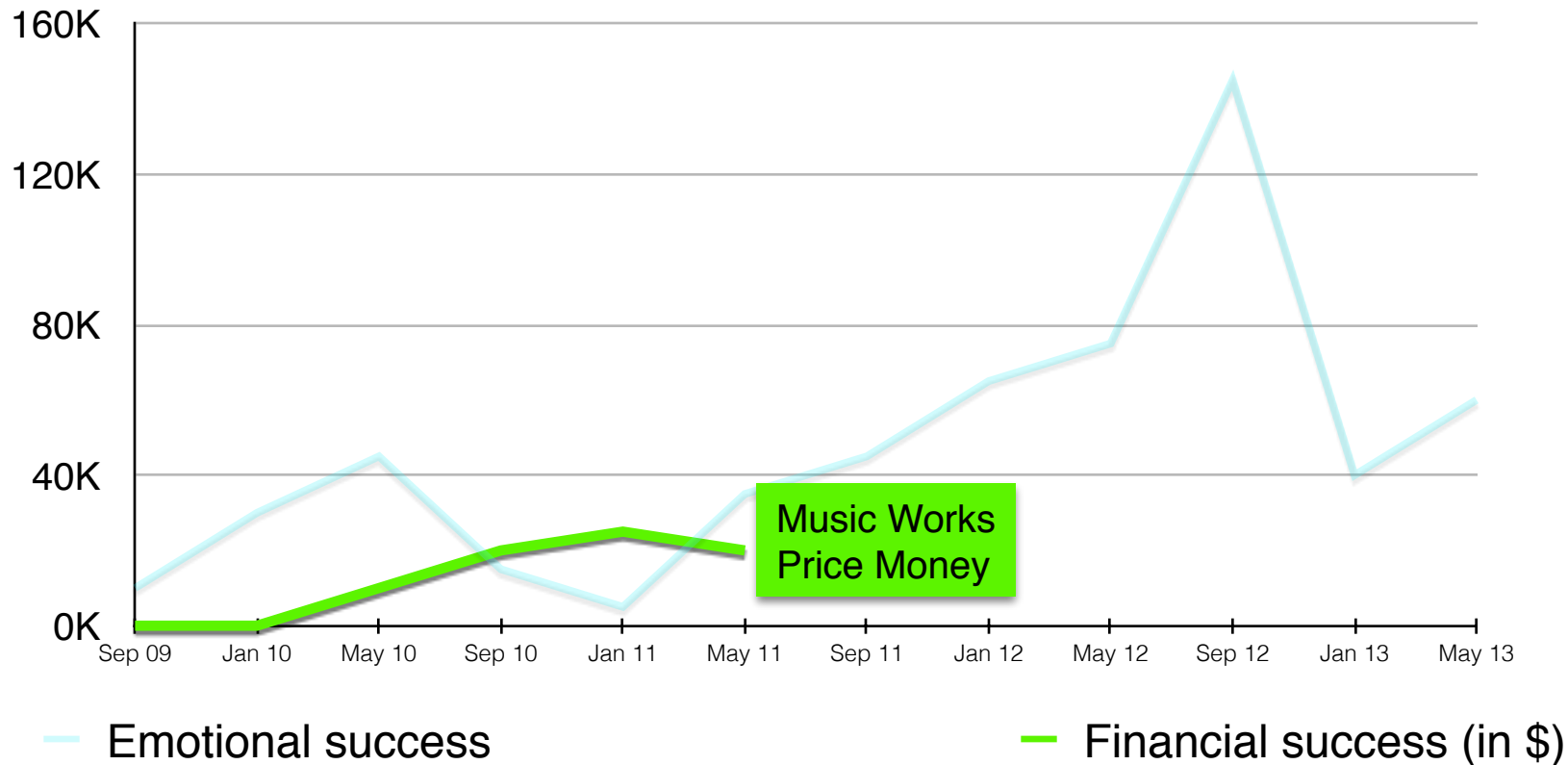
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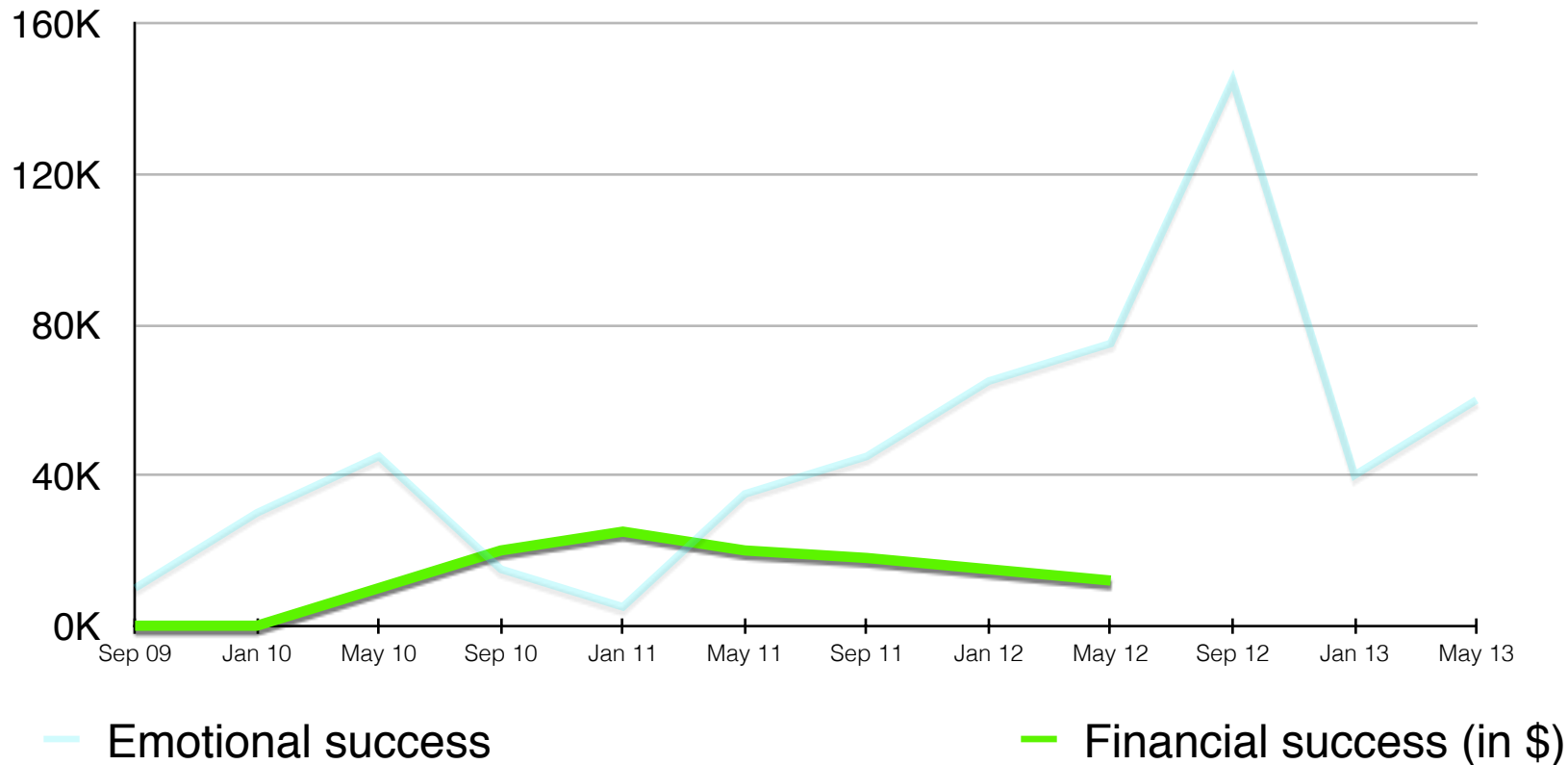
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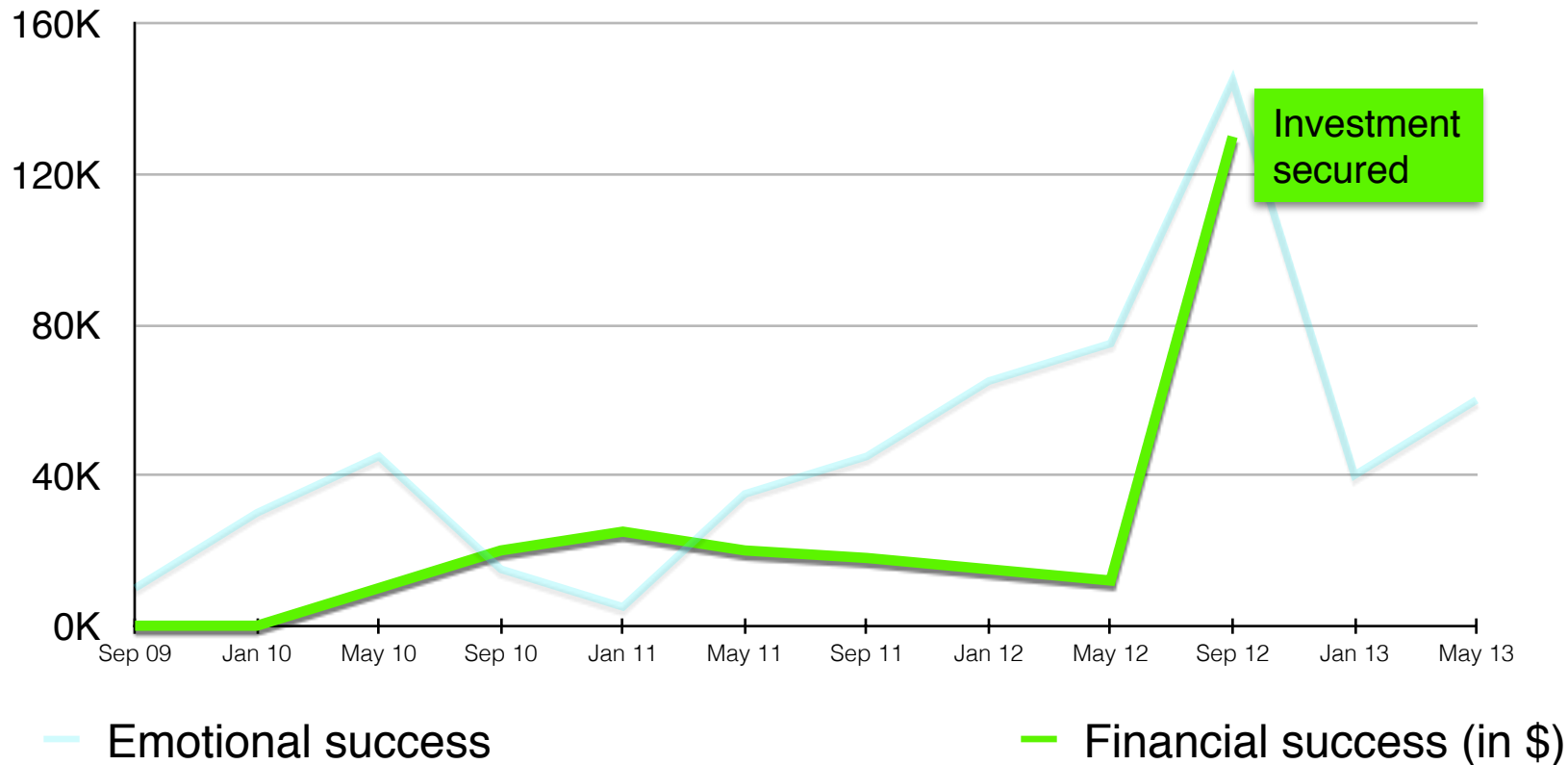
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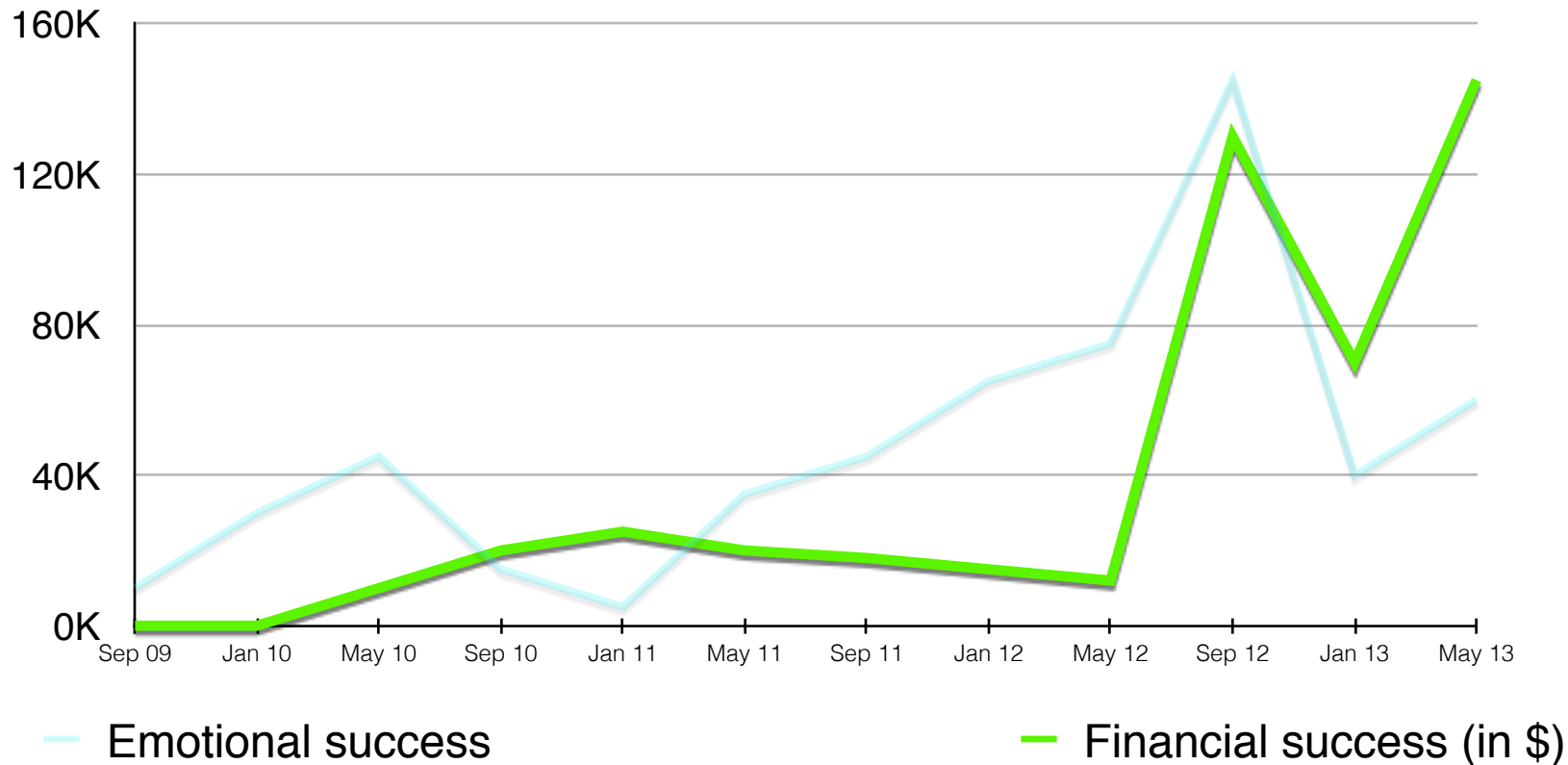
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# Beatbuddy

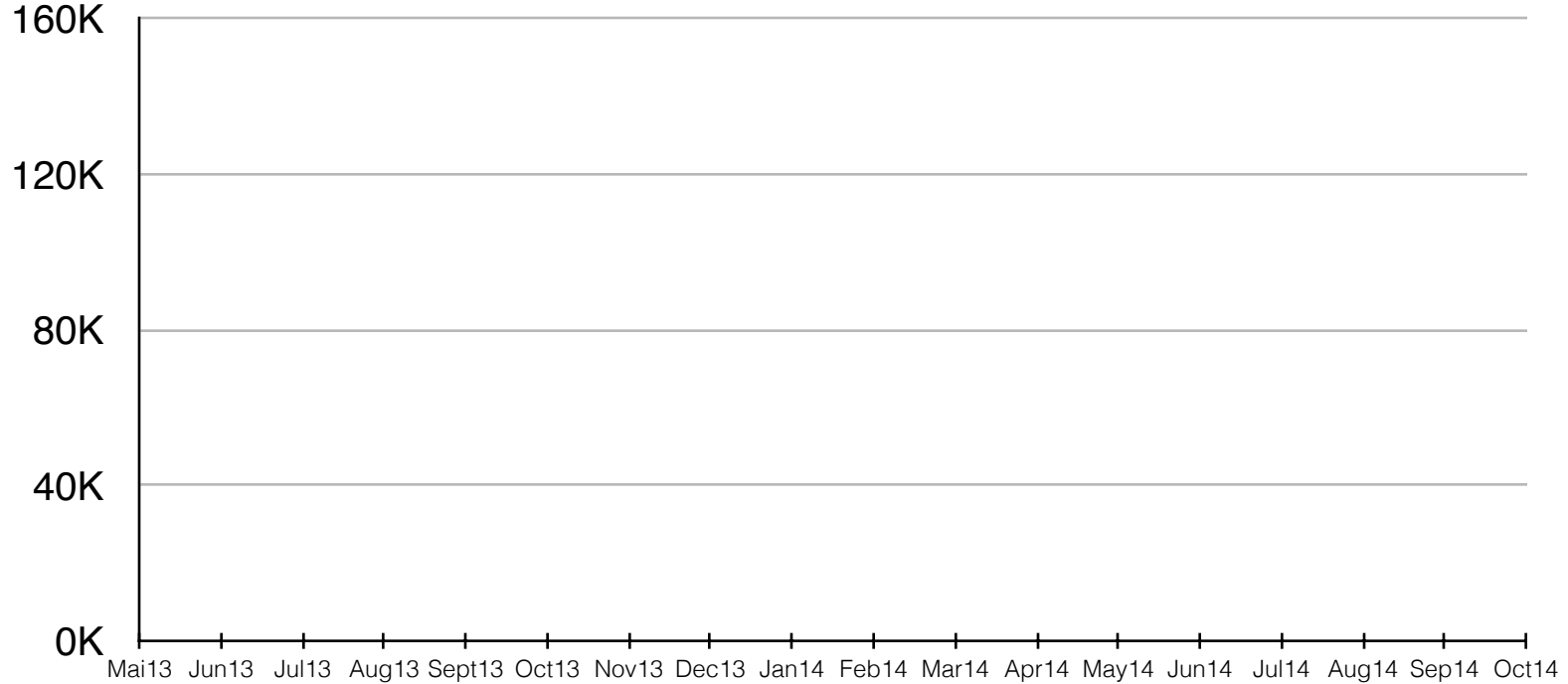
August 2013 - October 2014

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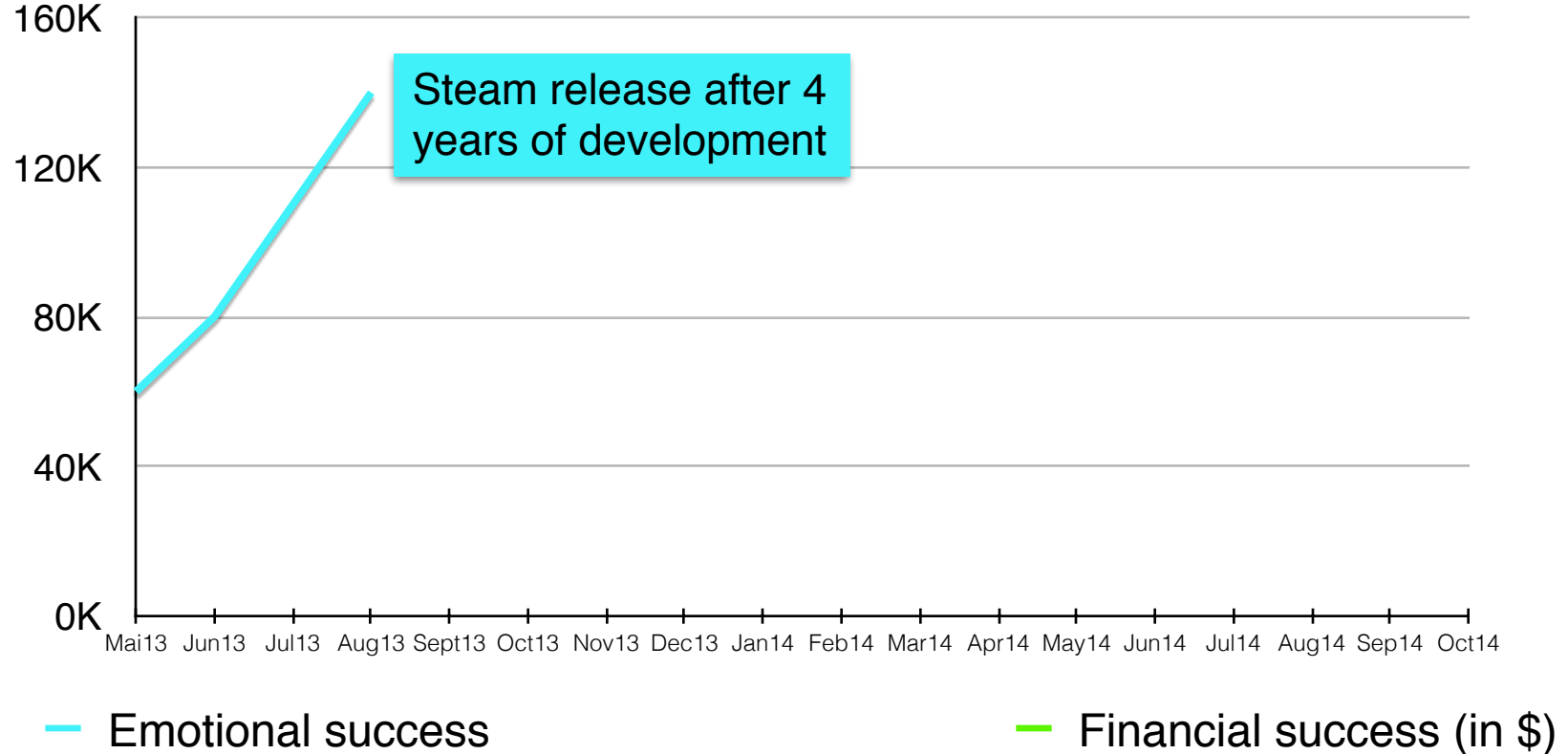
# Beatbuddy (Aug.13 - Oct.14)



— Emotional success

— Financial success (in \$)

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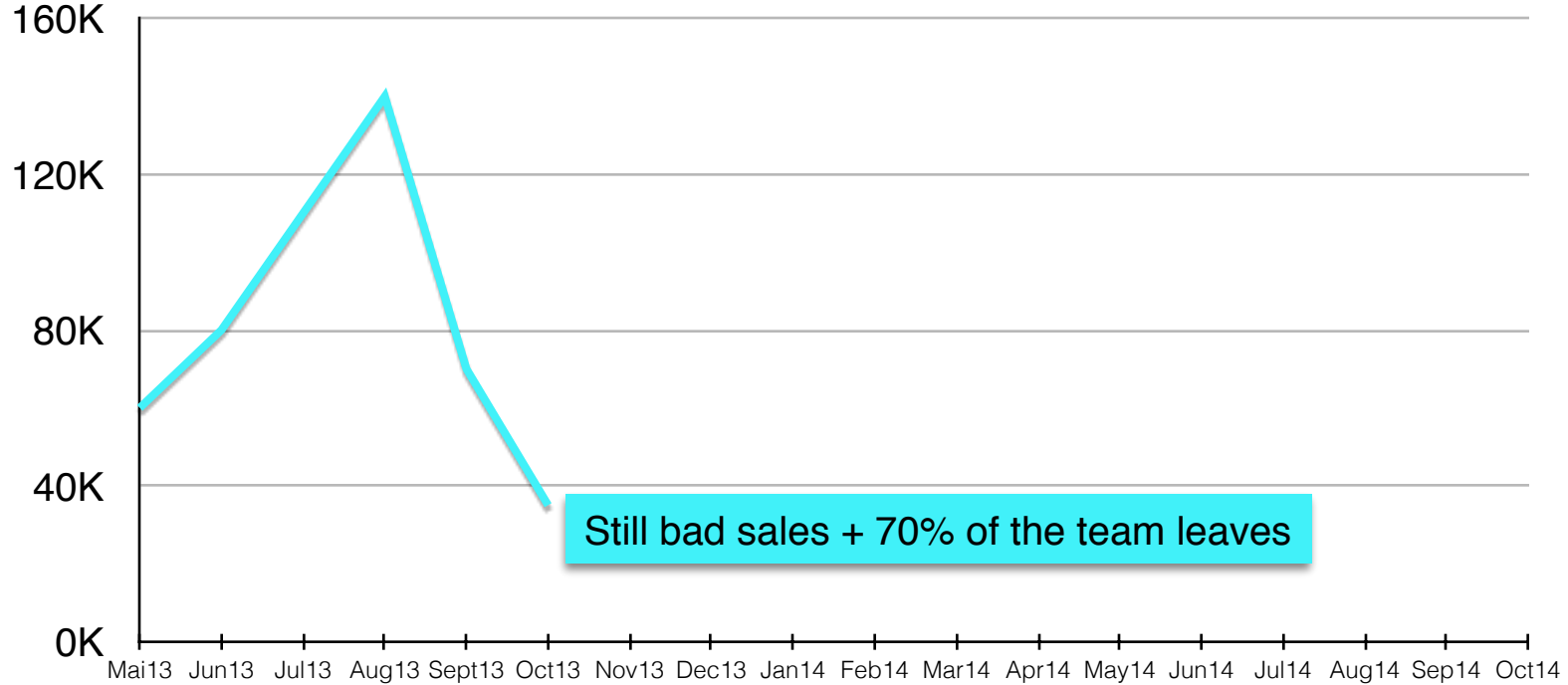


Bad sales + exhausted and scared team, but good meta critic

— Emotional success

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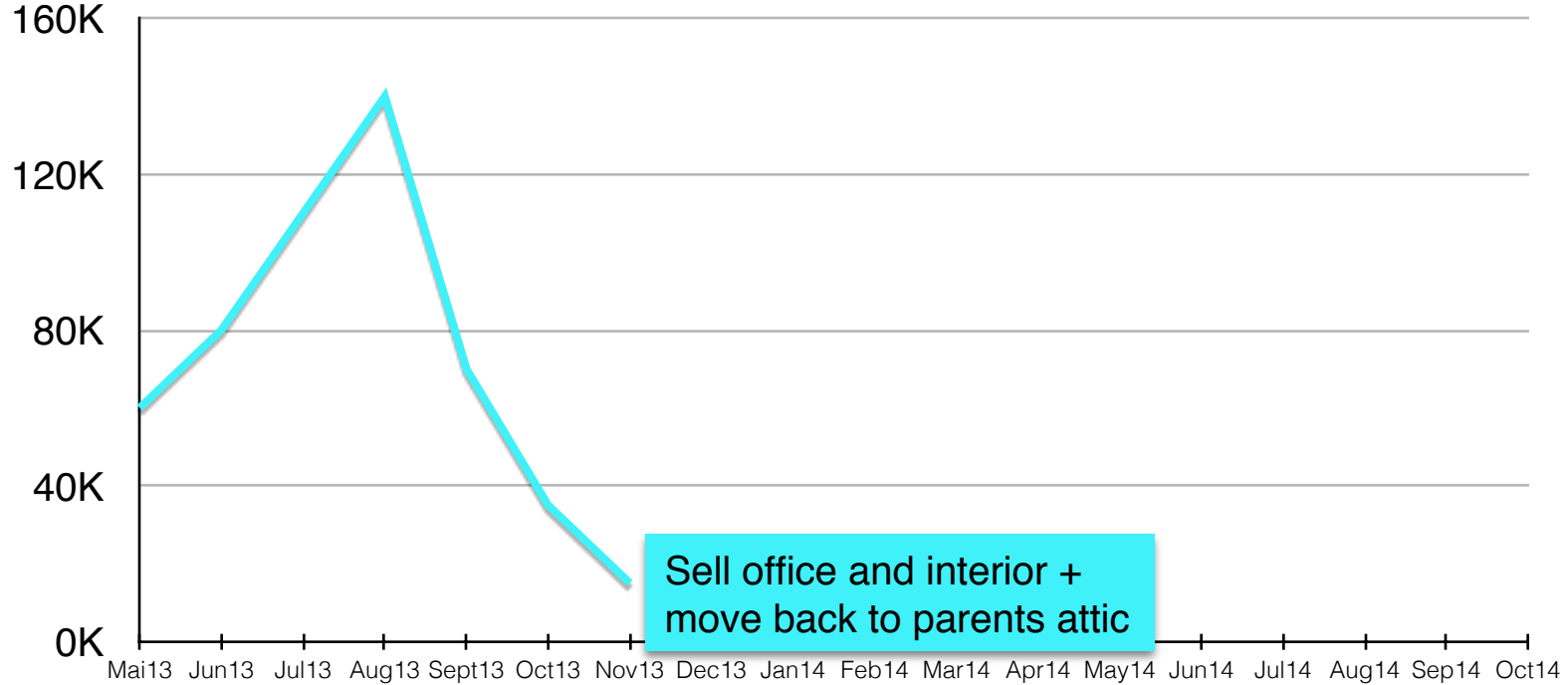
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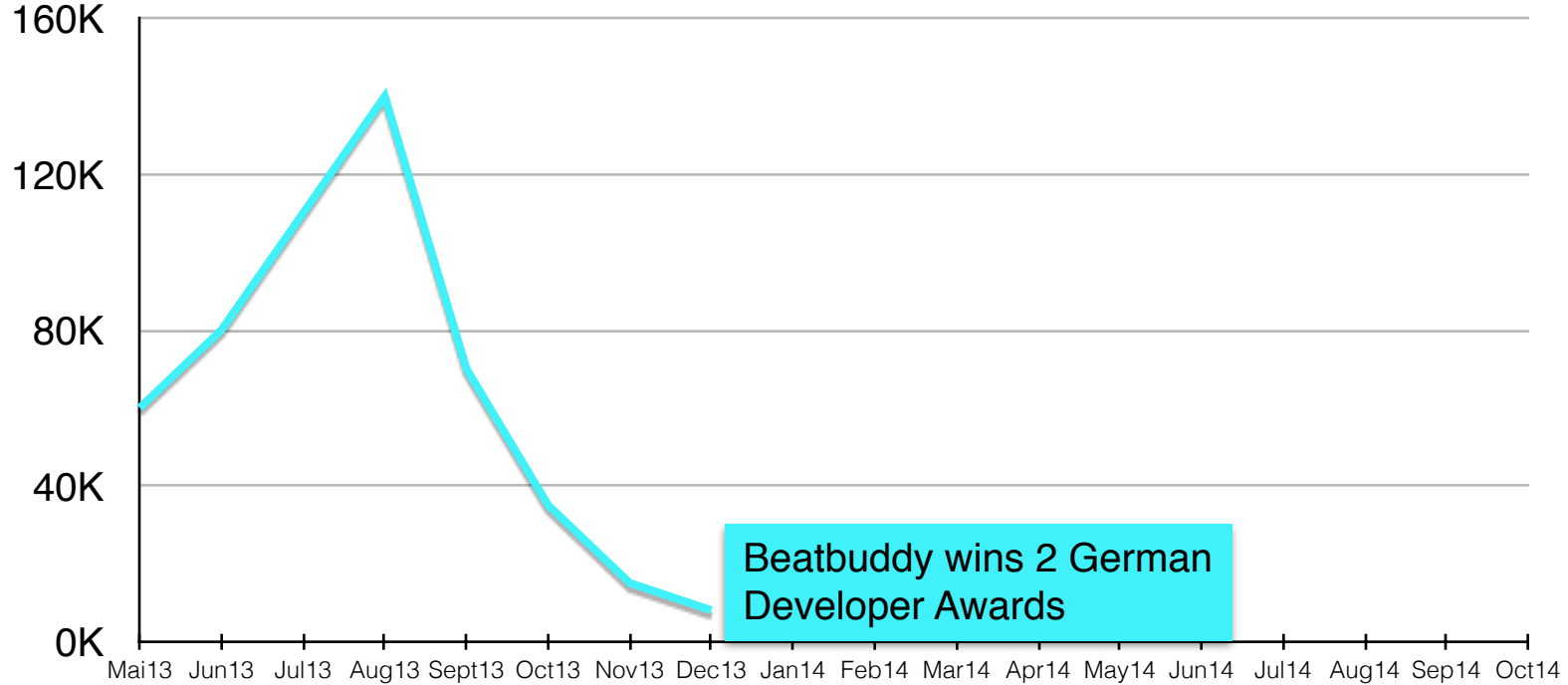
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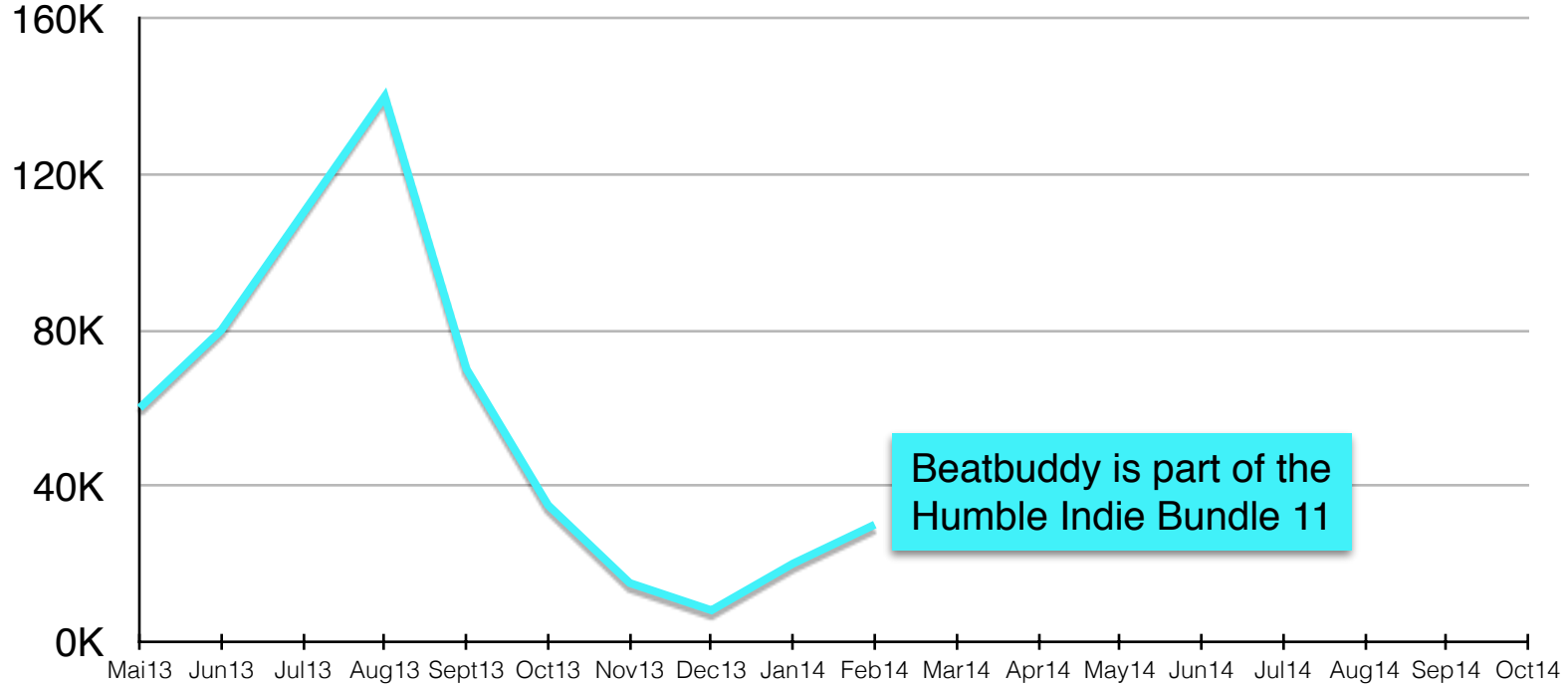
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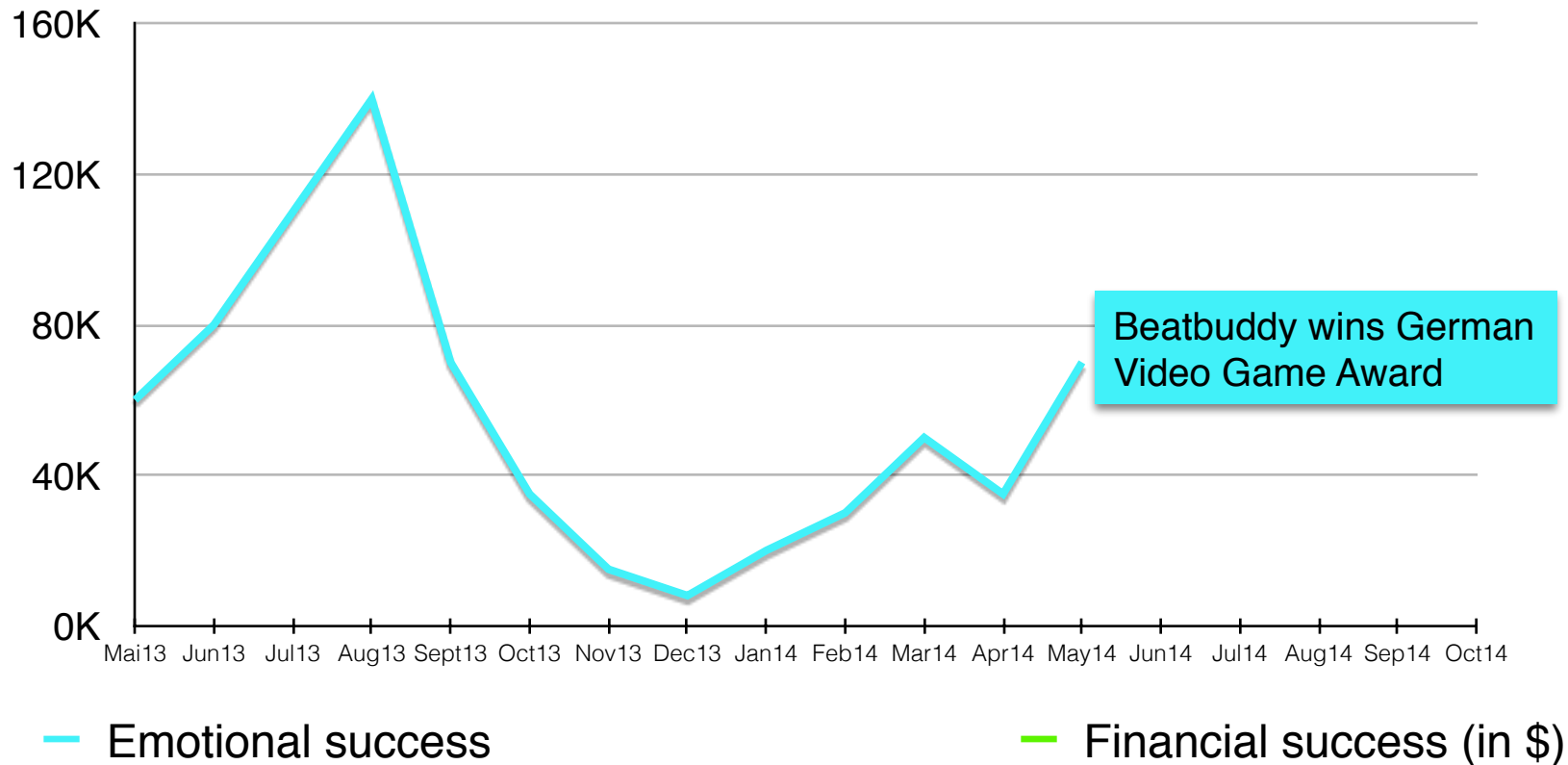
Beatbuddy is part of the Humble Indie Bundle 11

— Emotional success

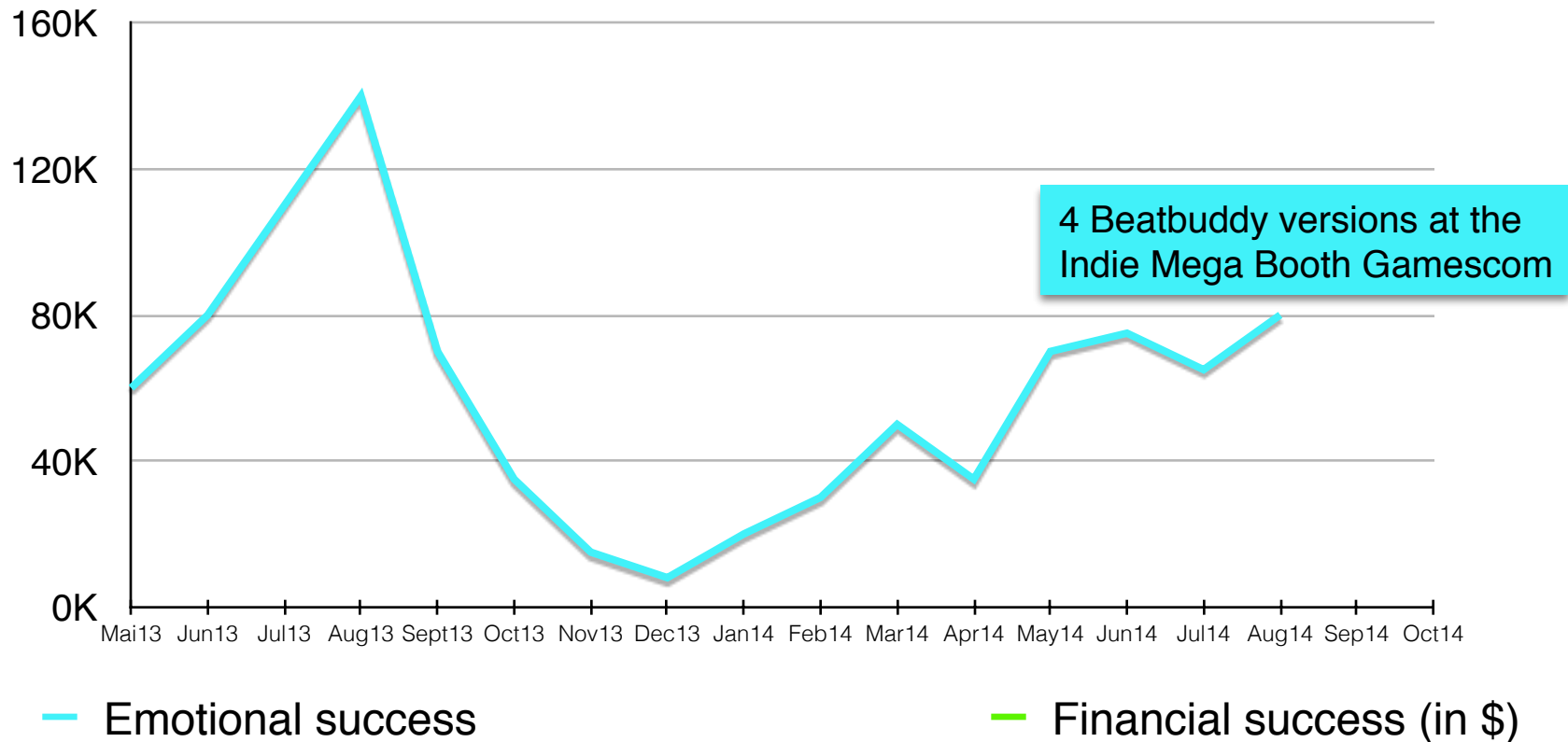
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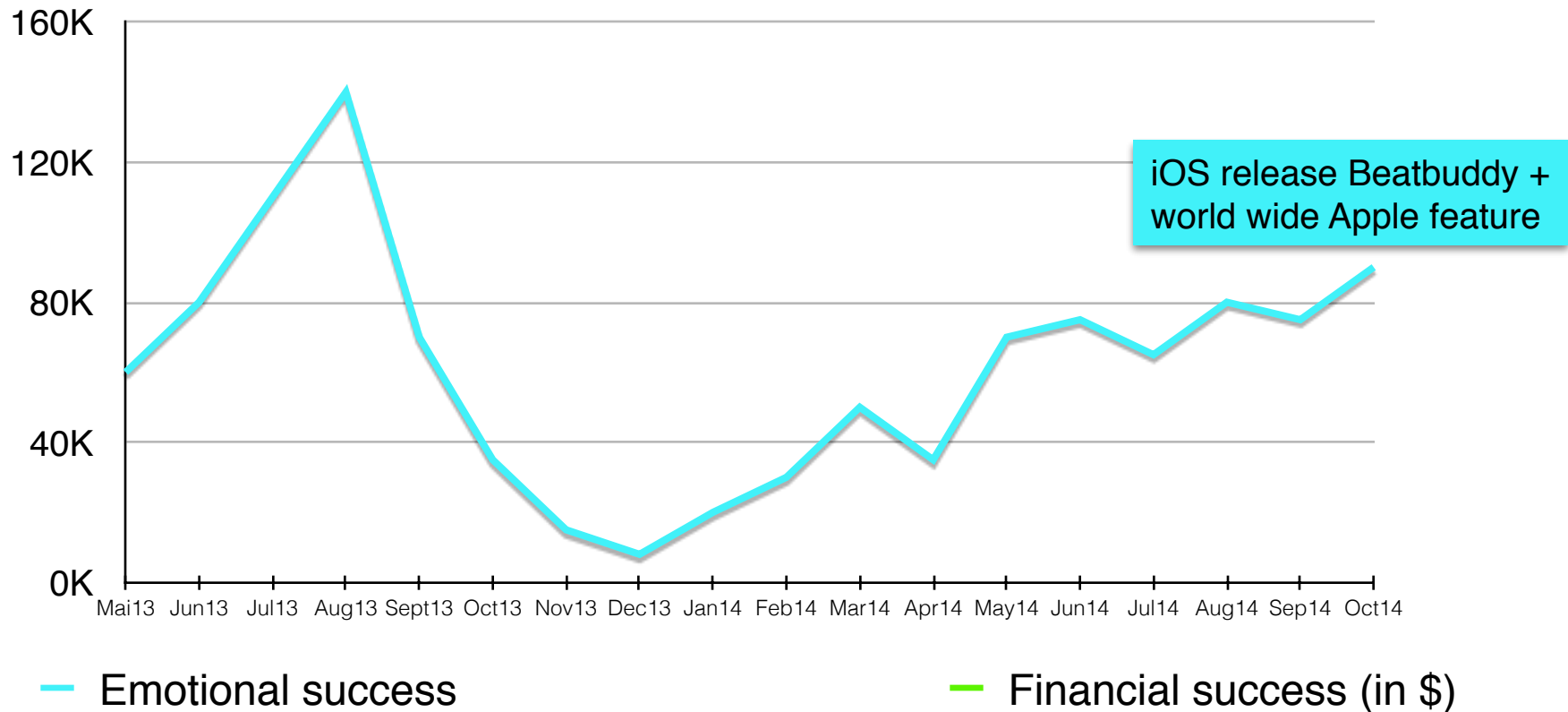
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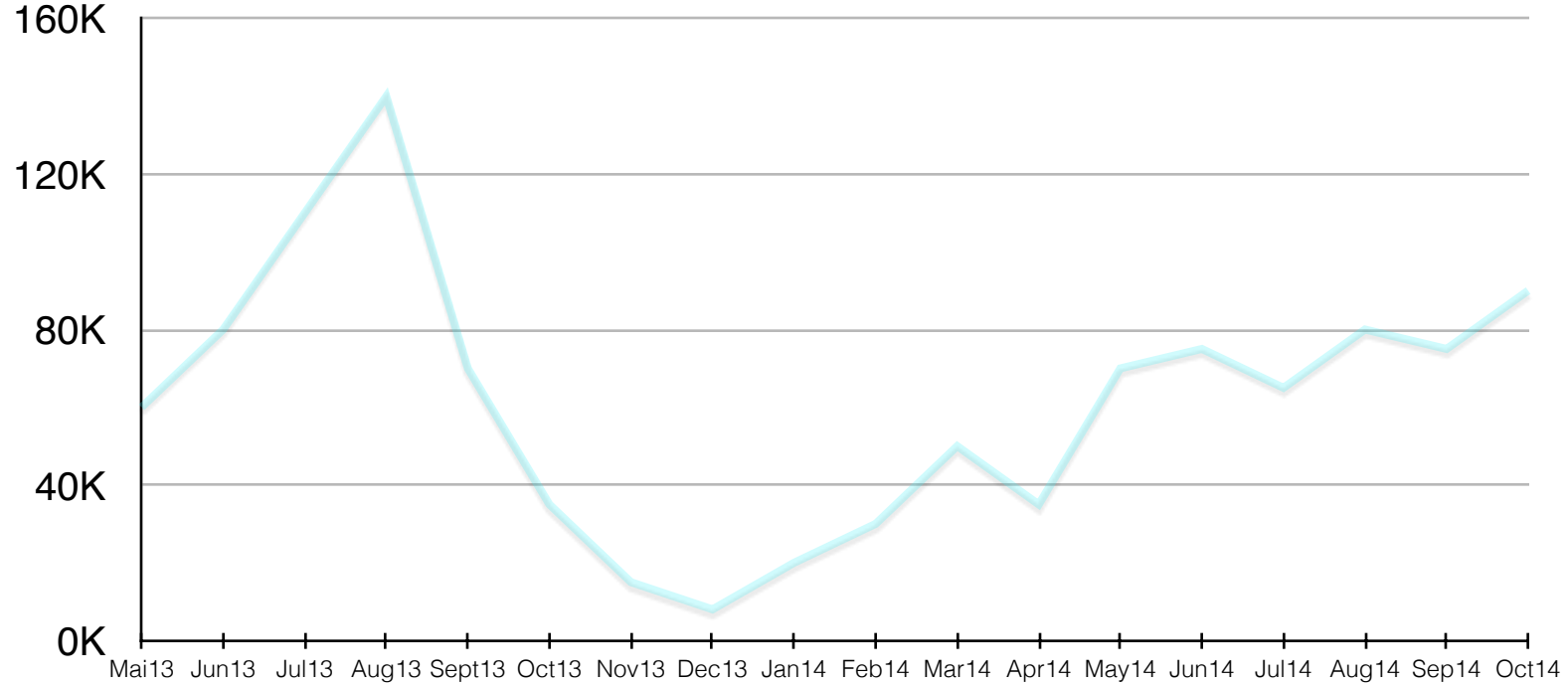
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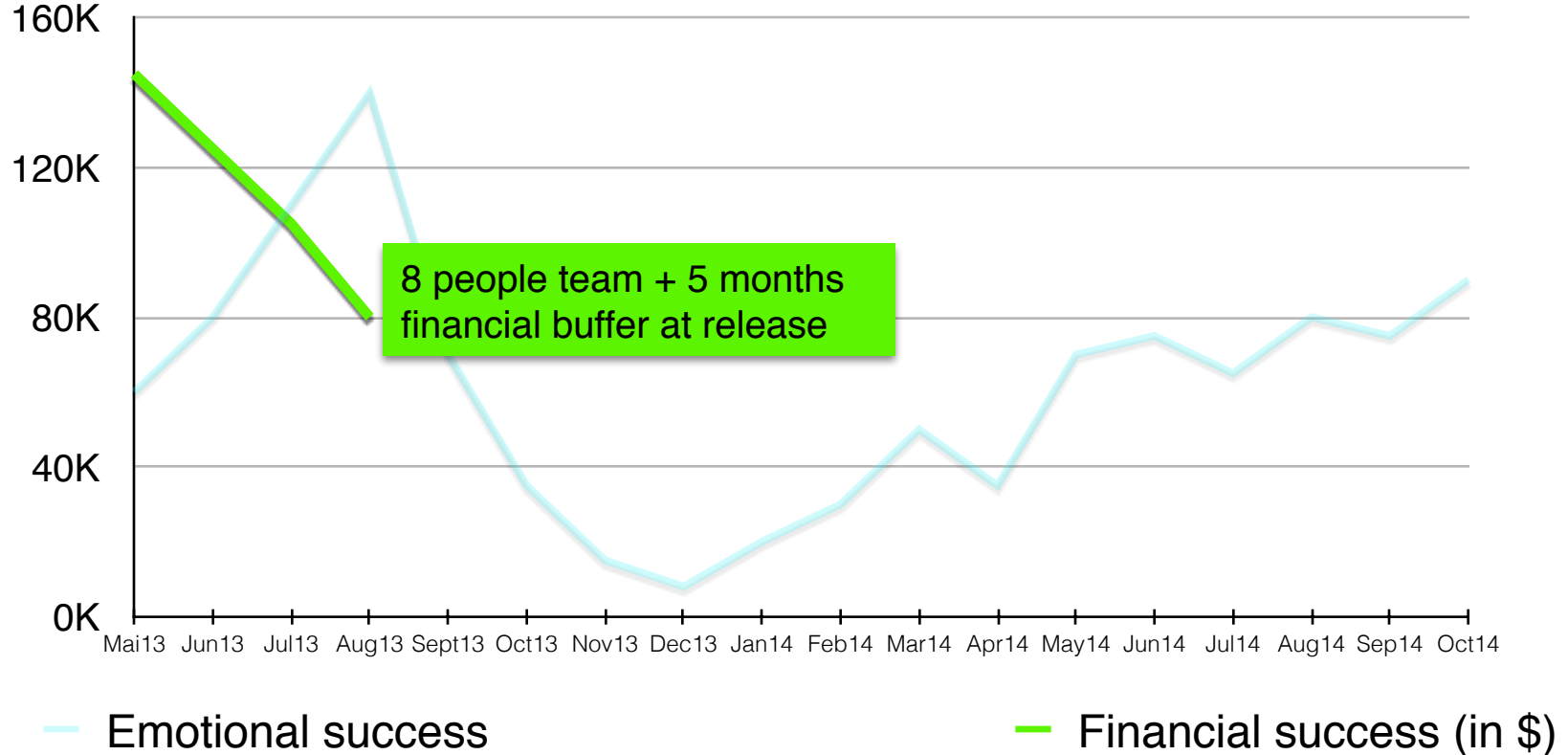
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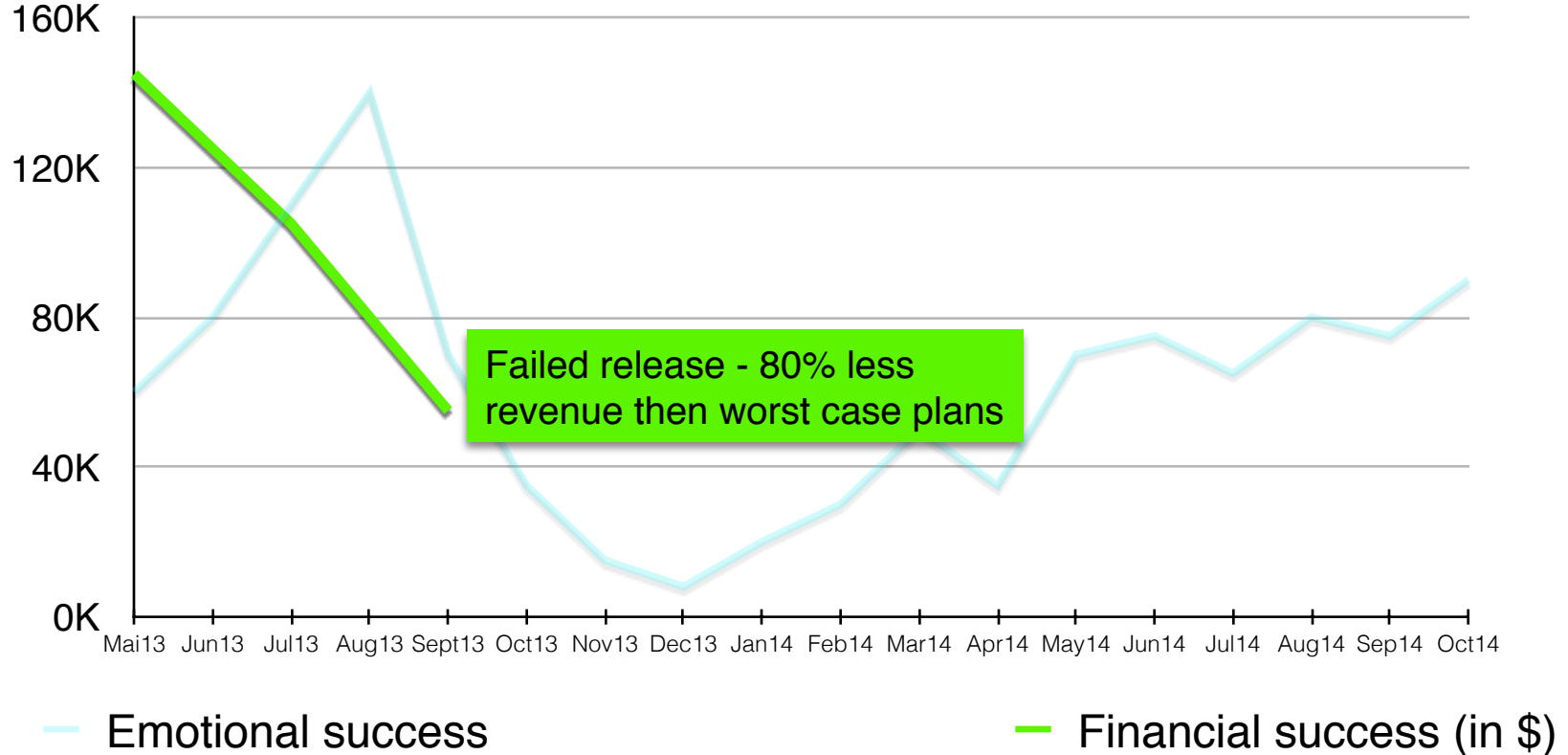
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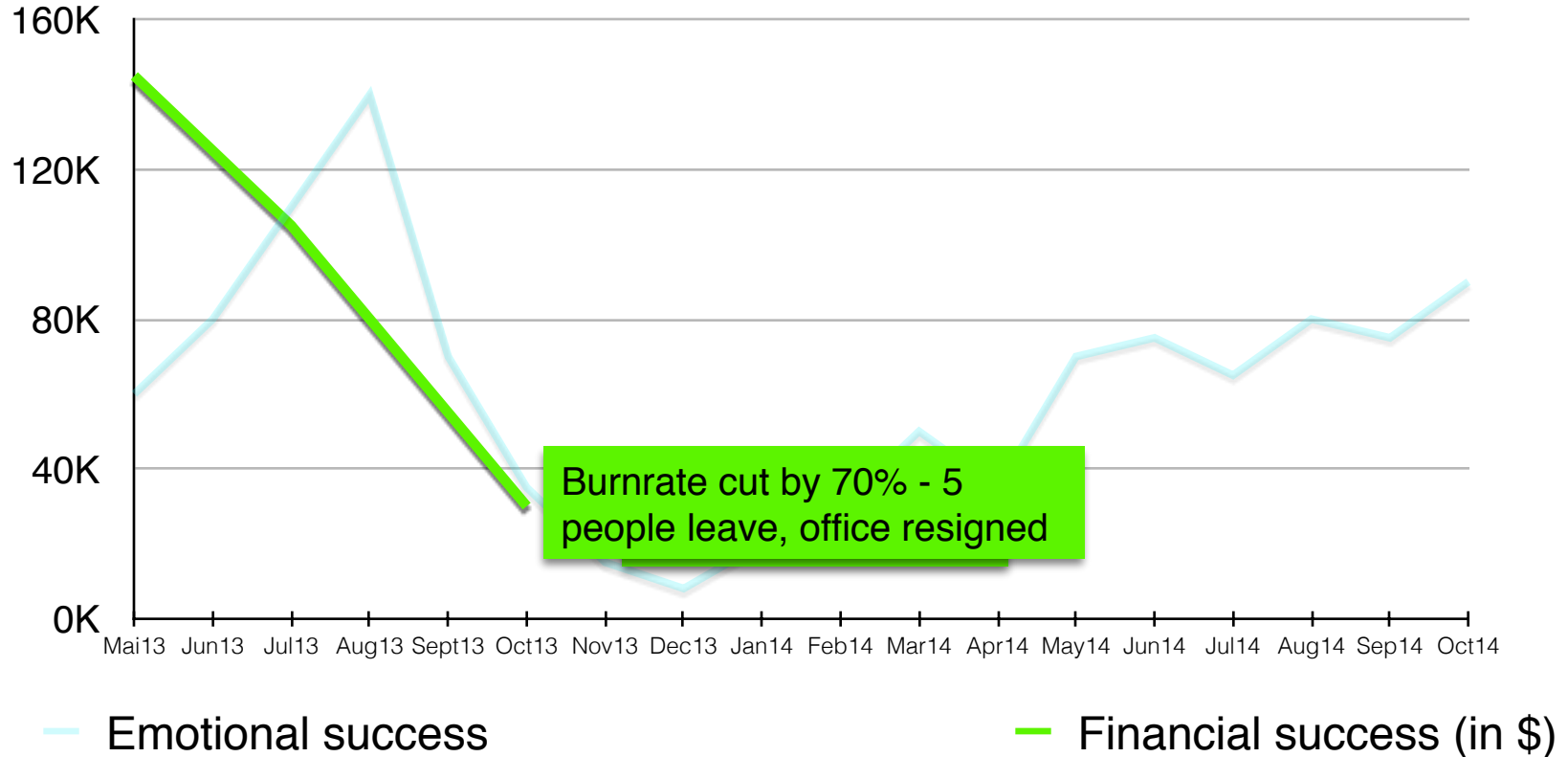
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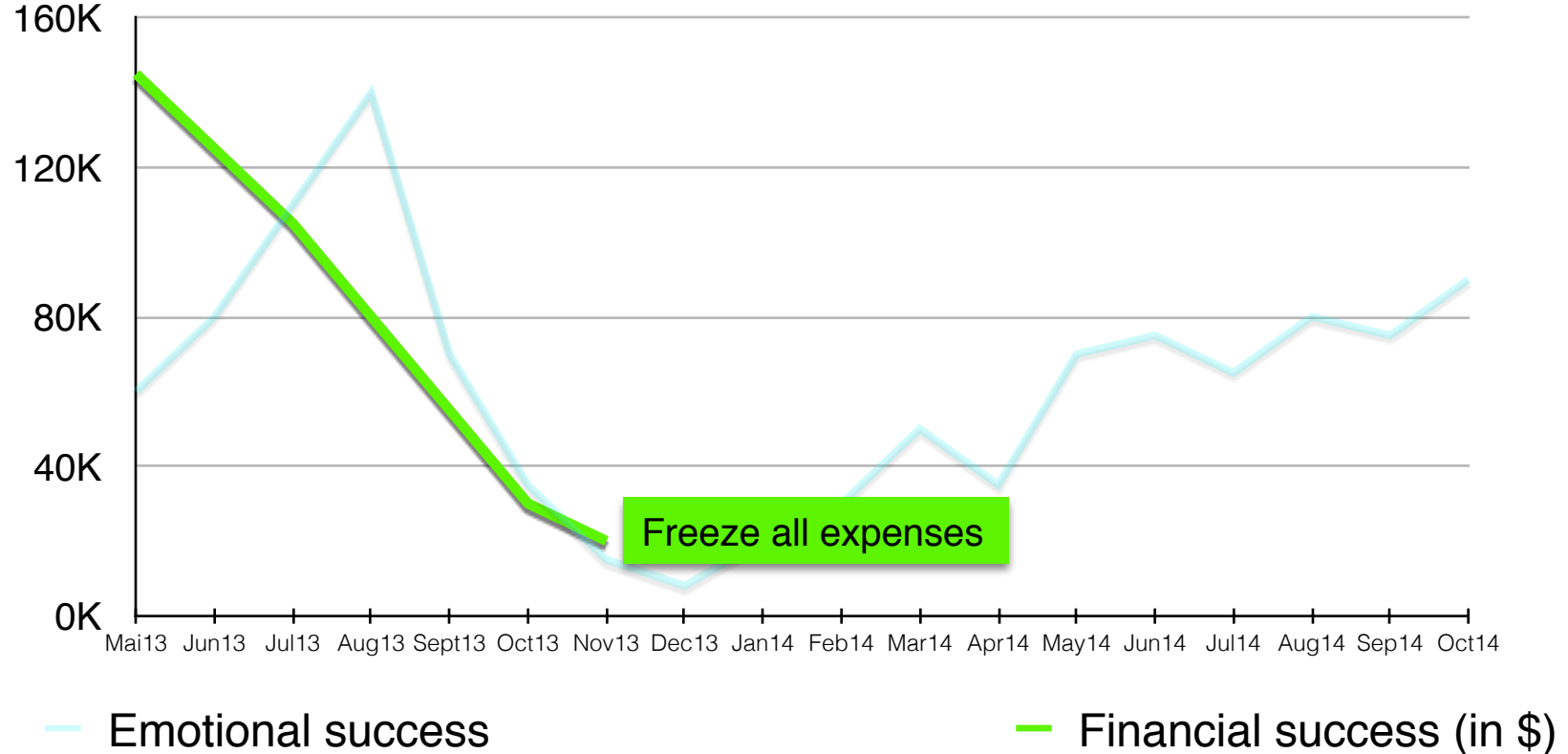
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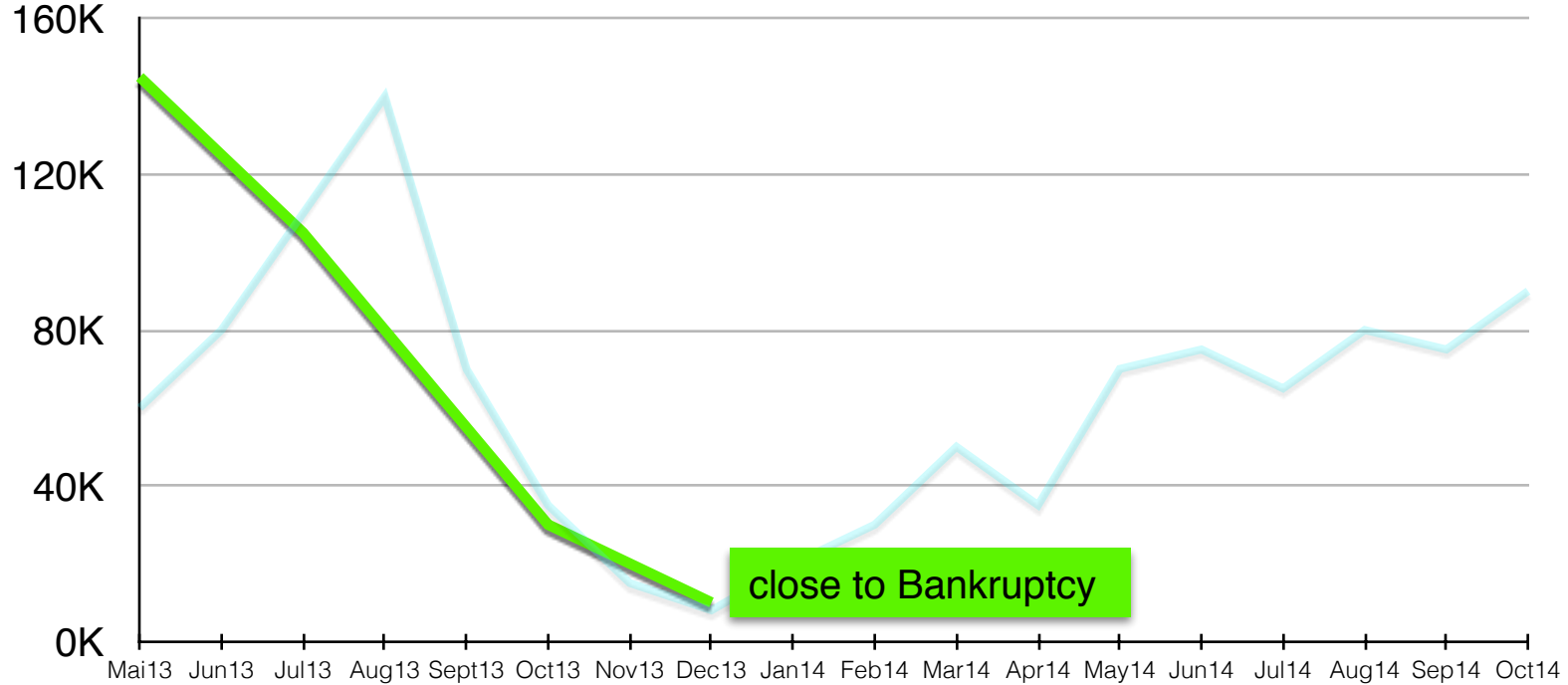


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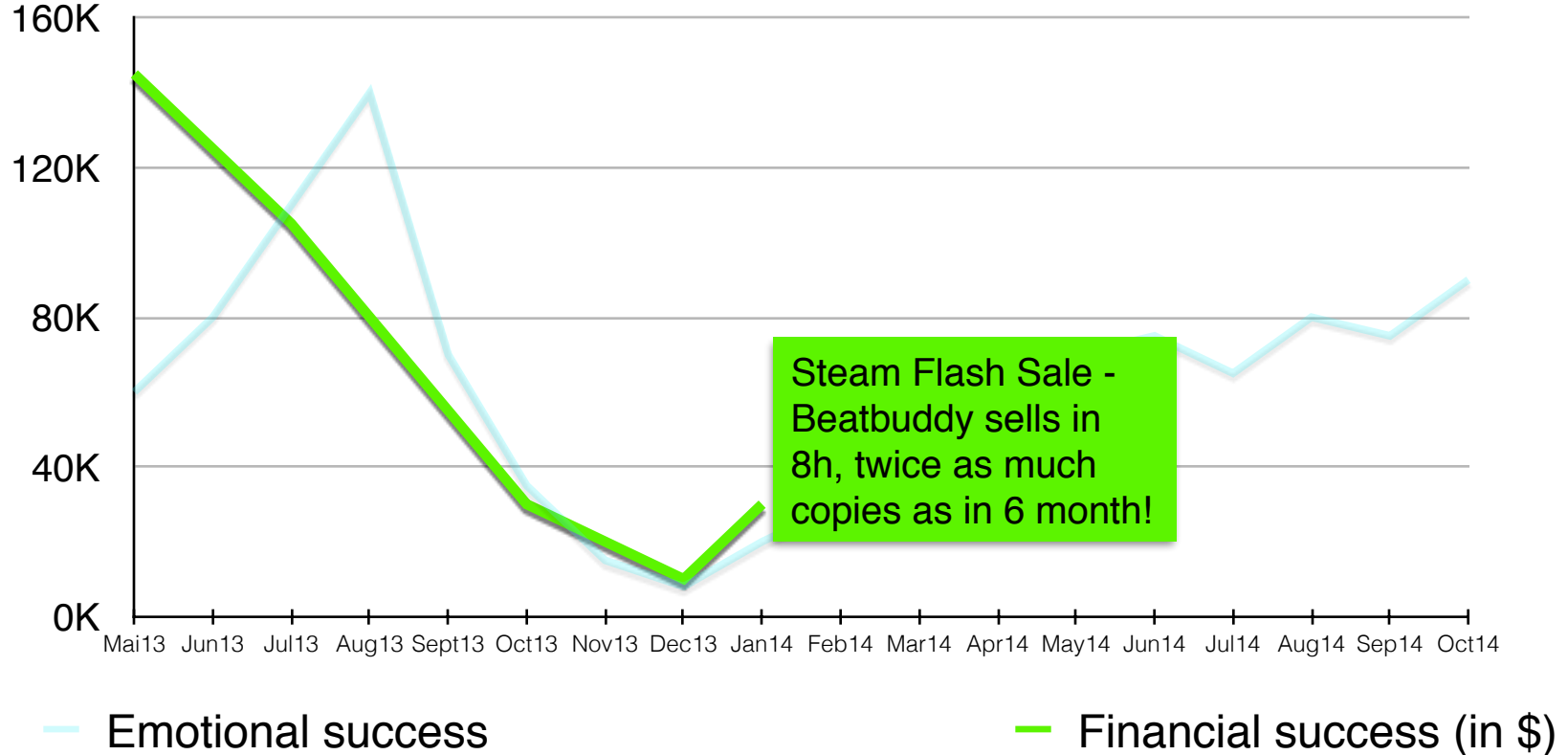
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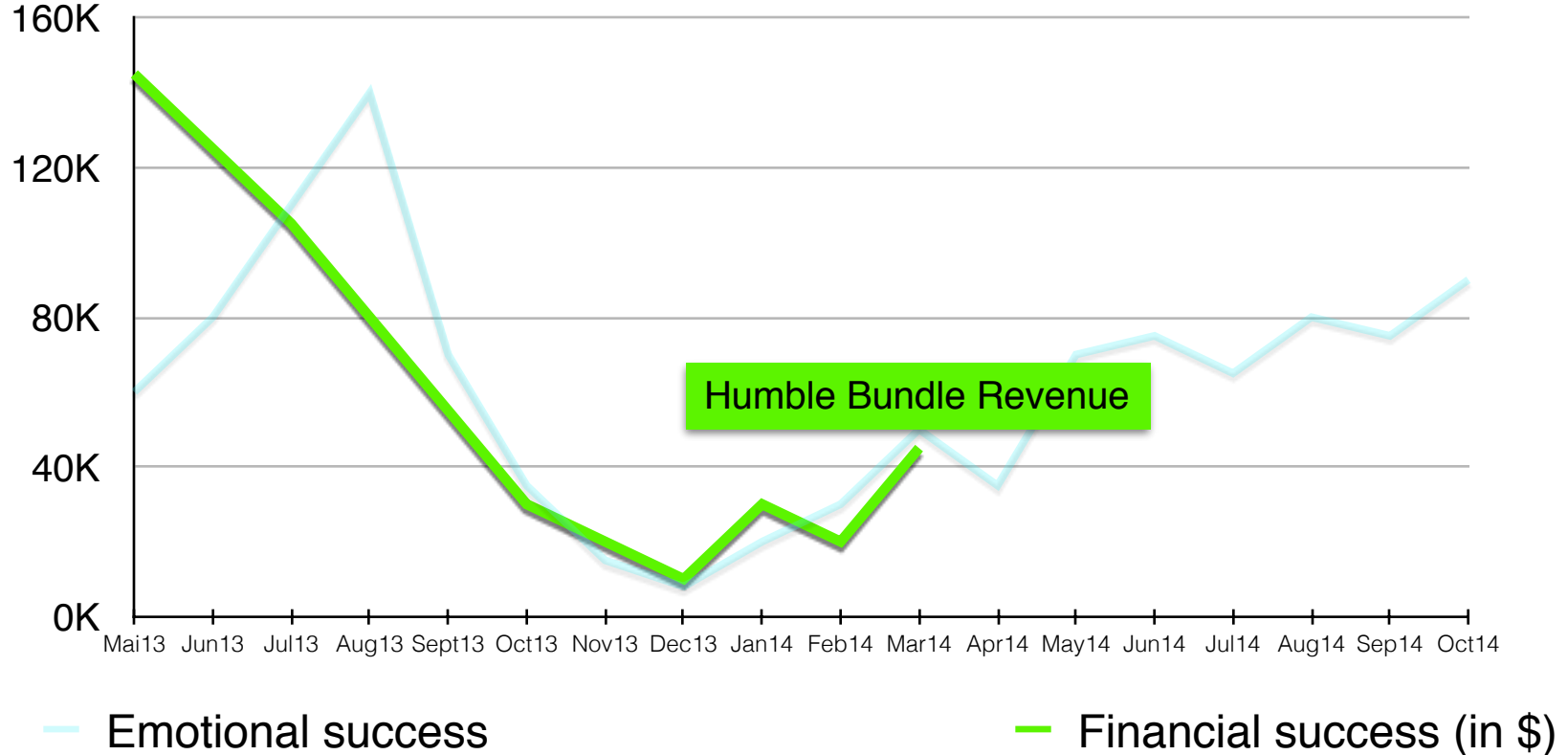
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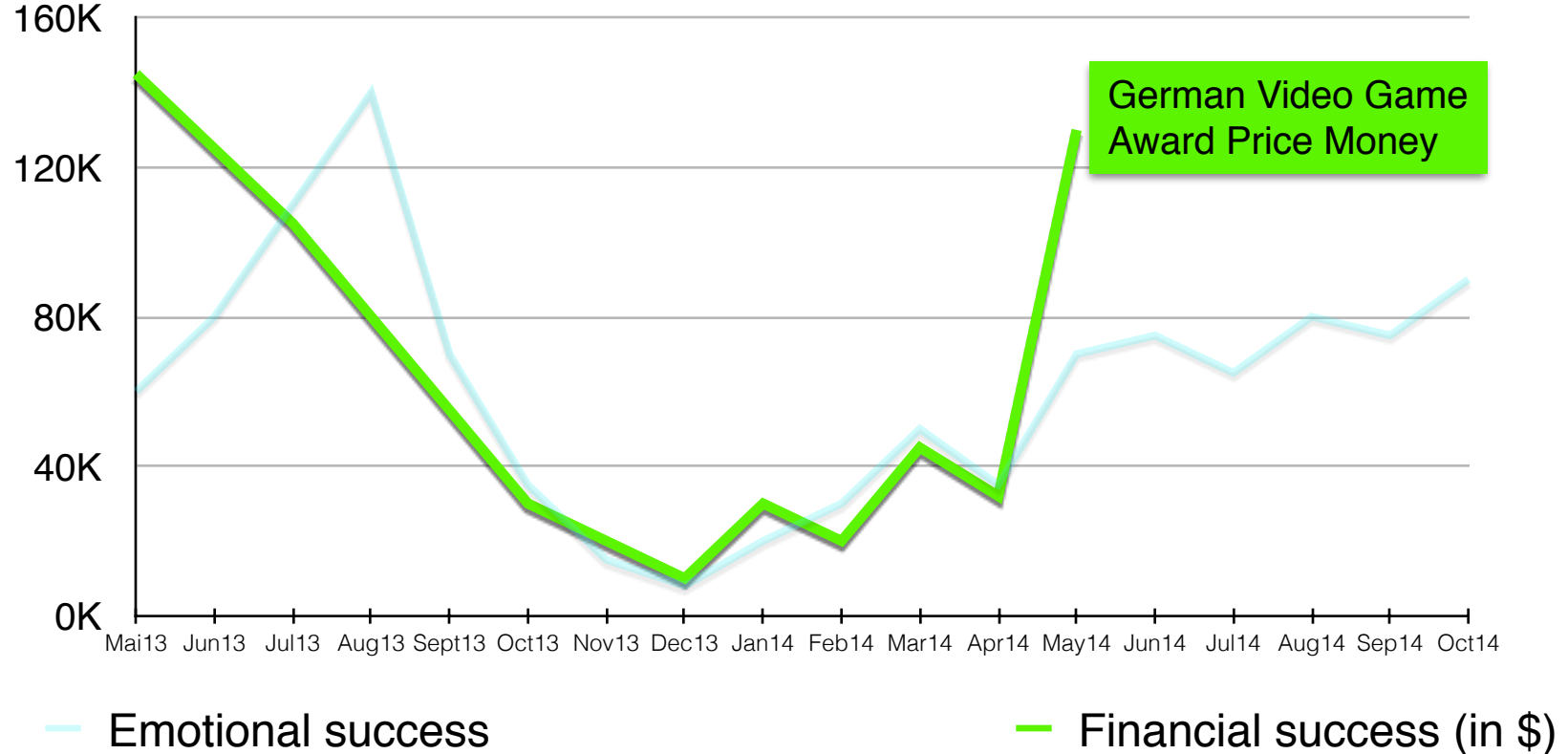
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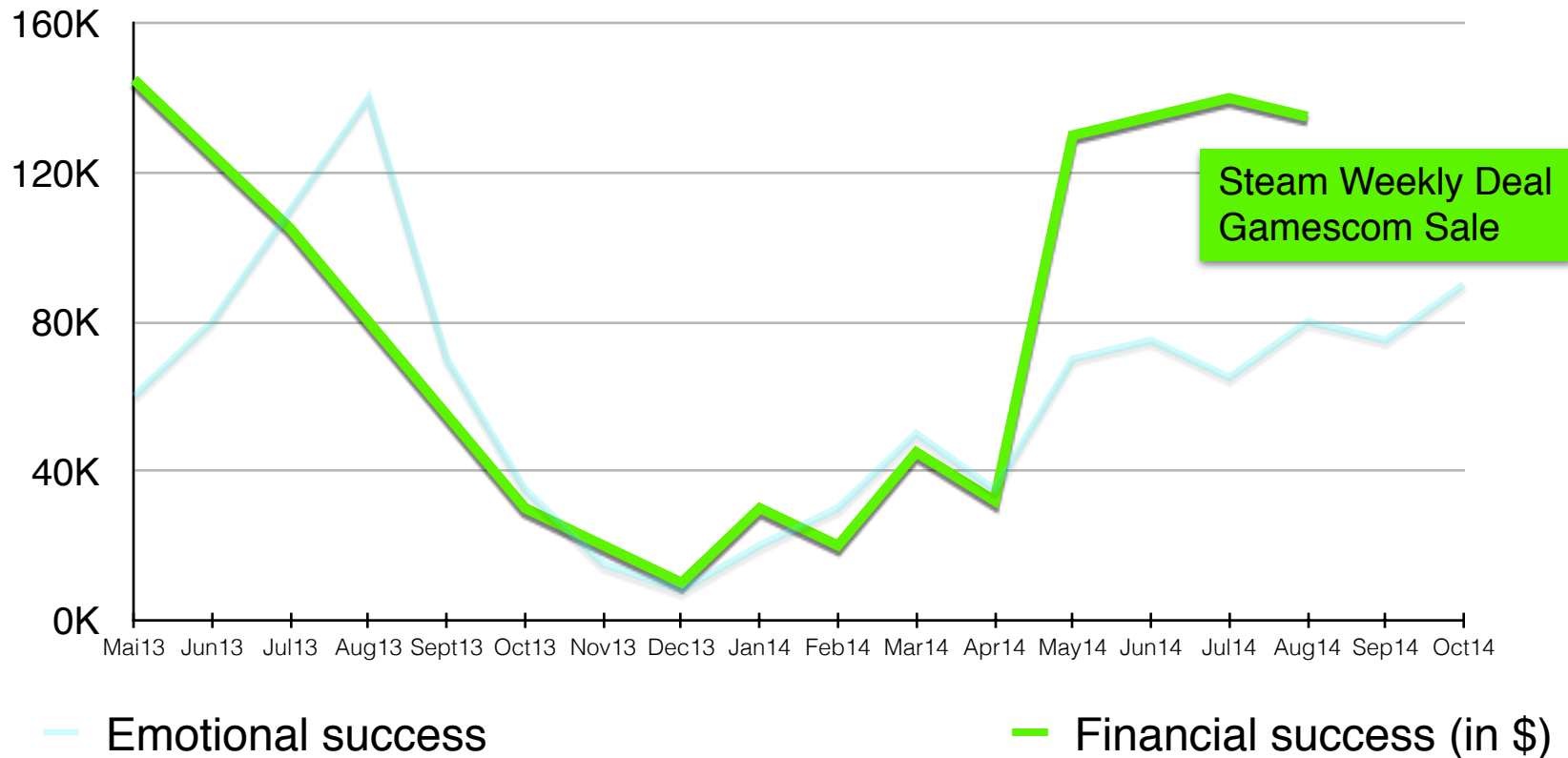
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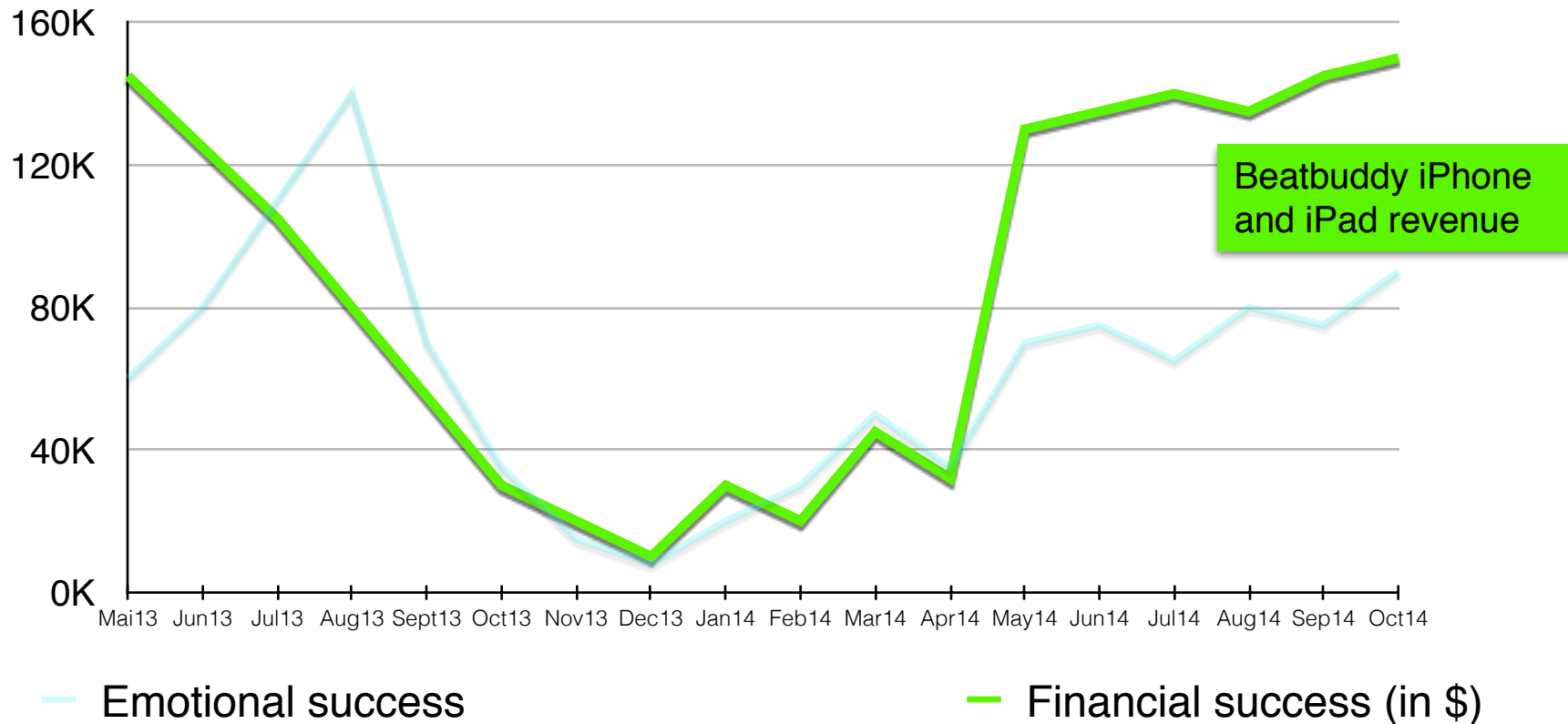
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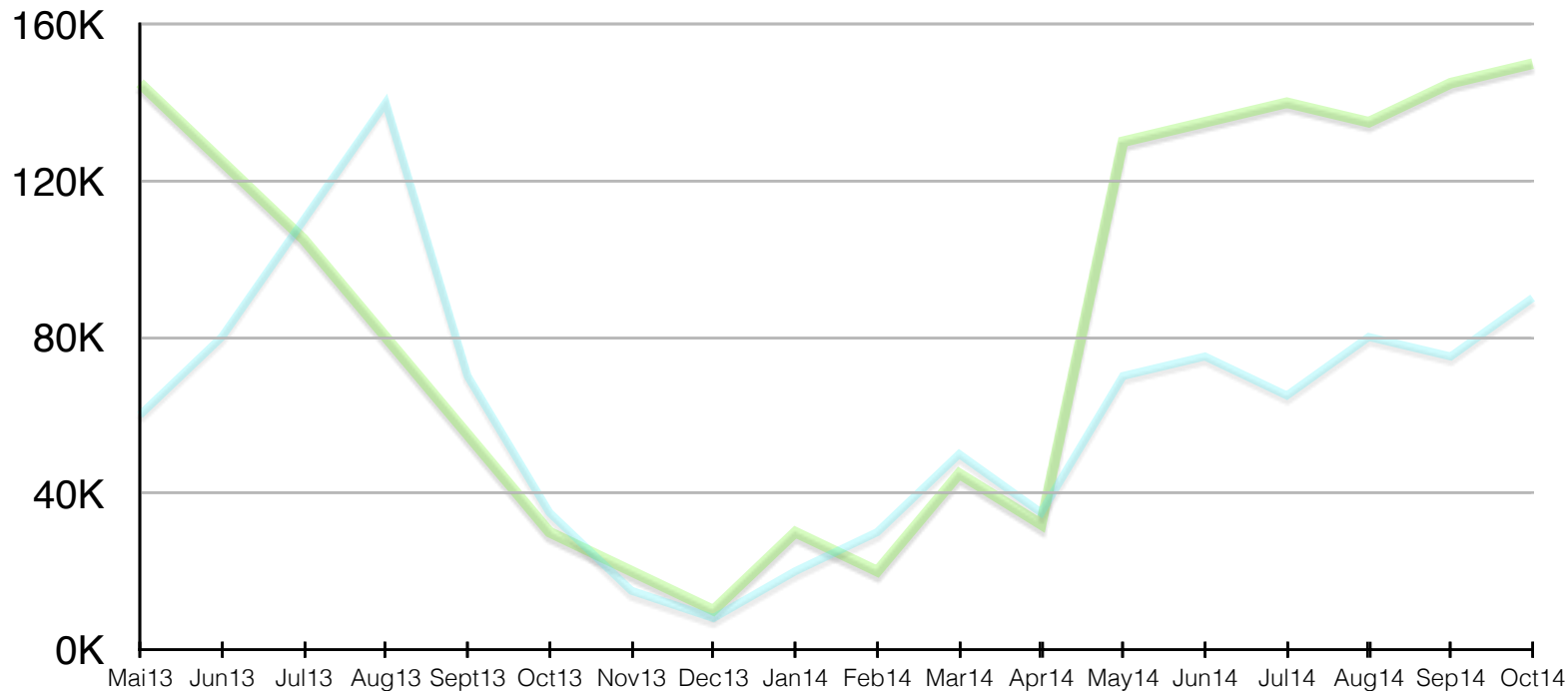
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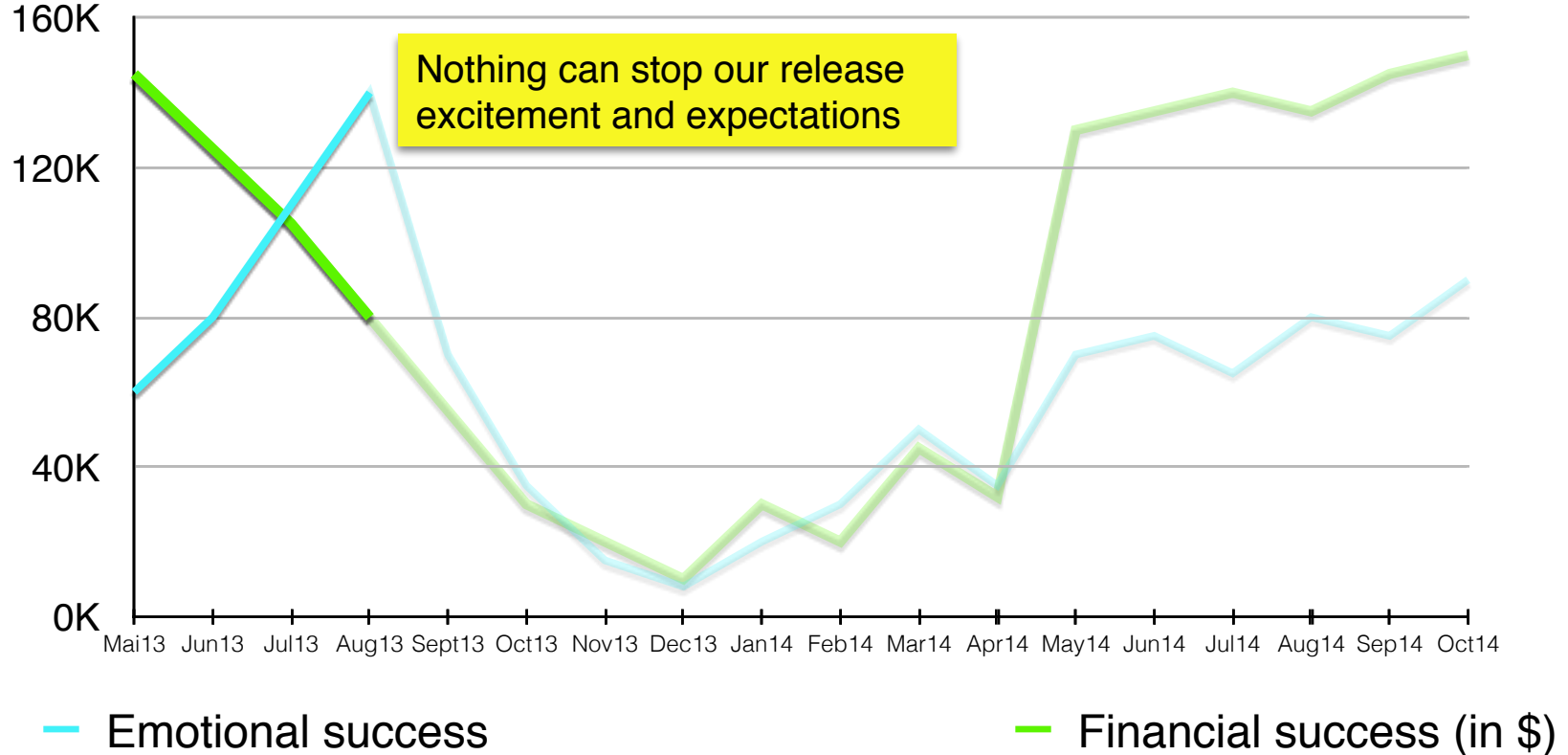
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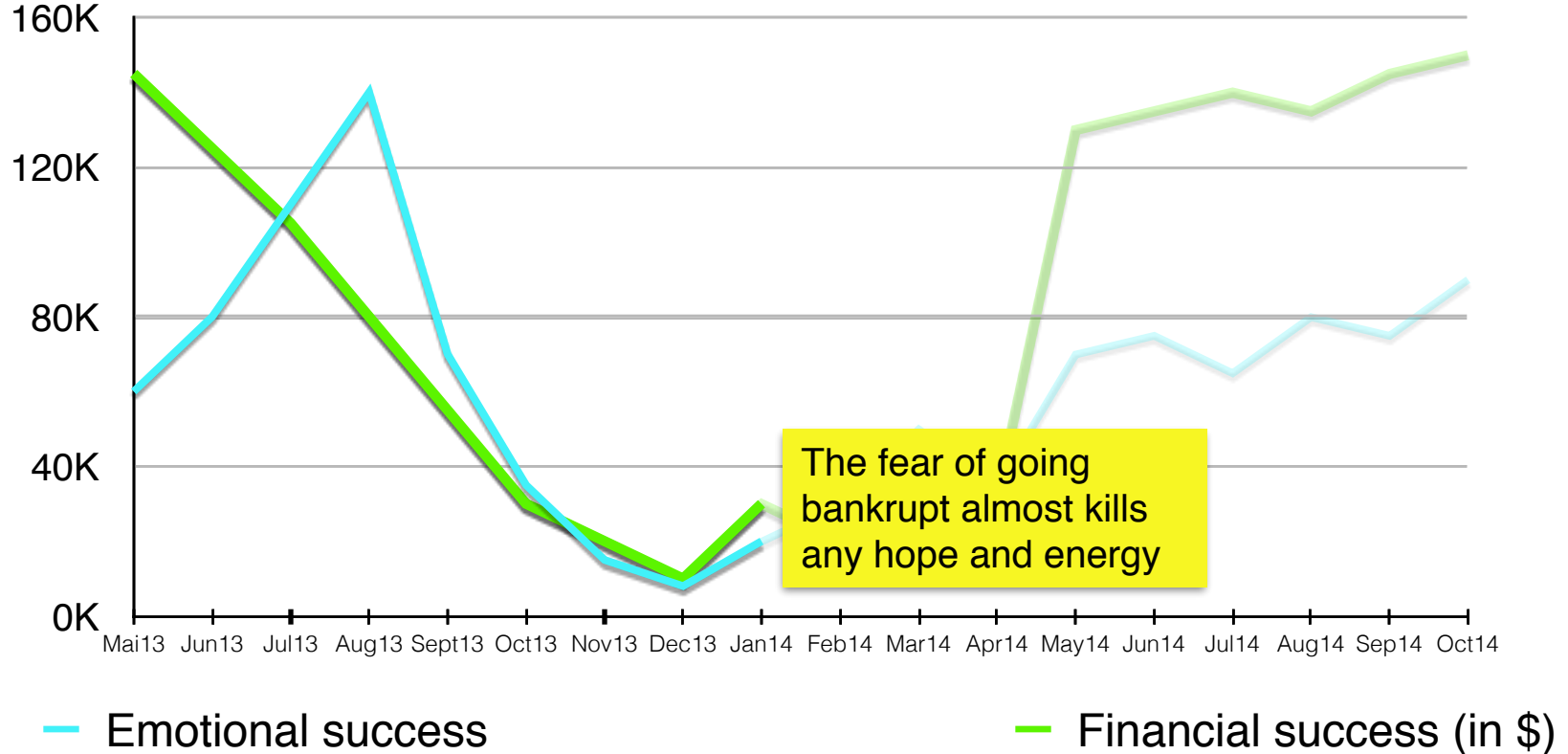
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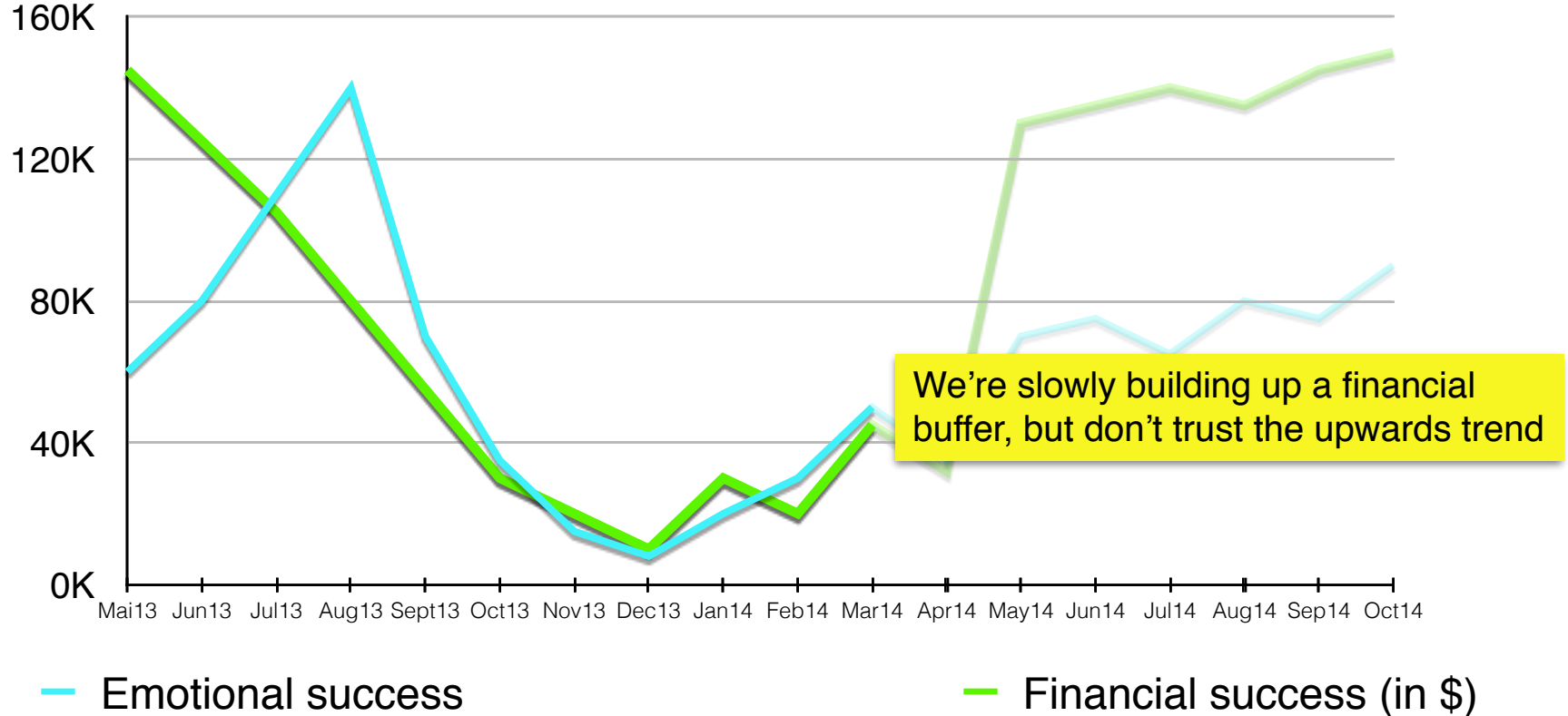




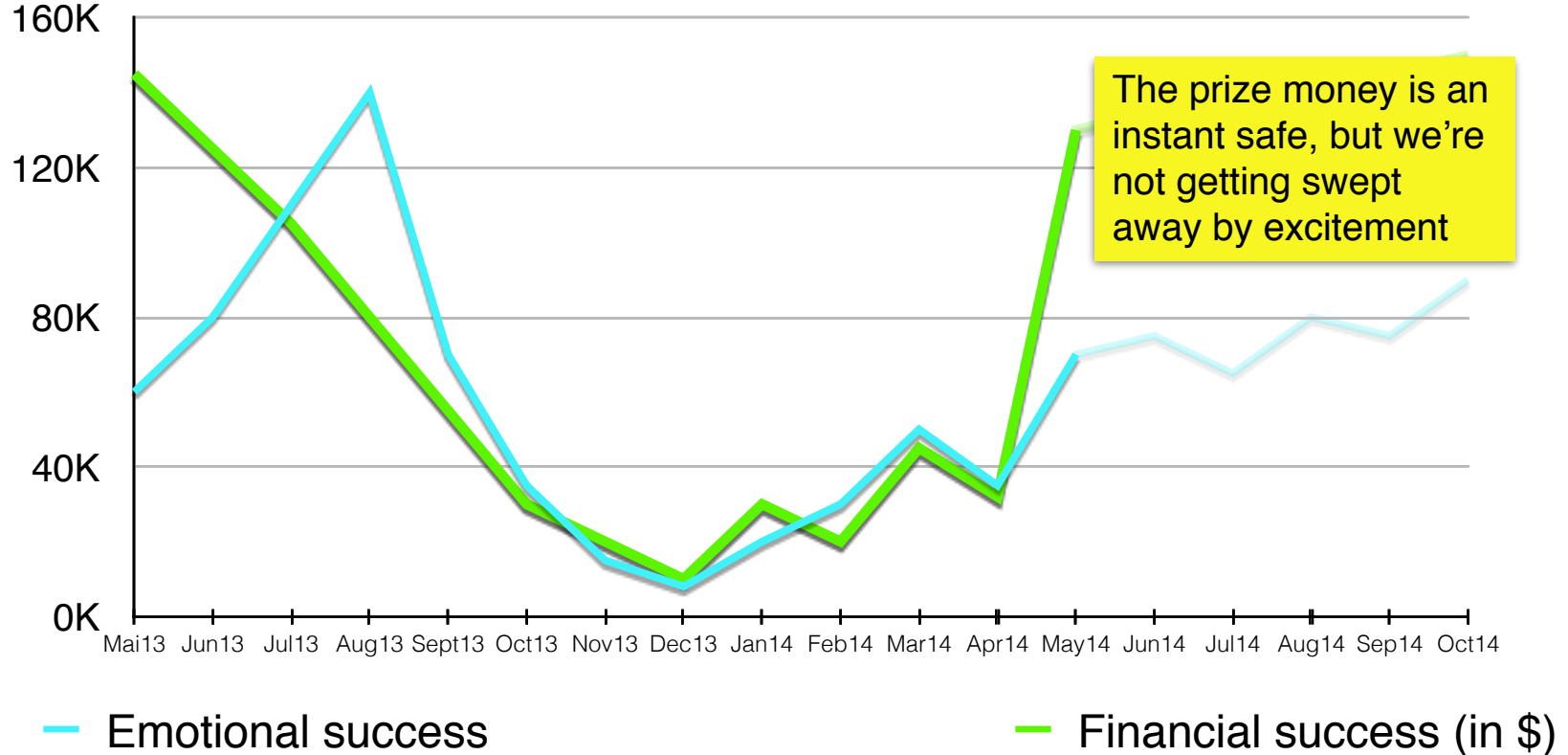
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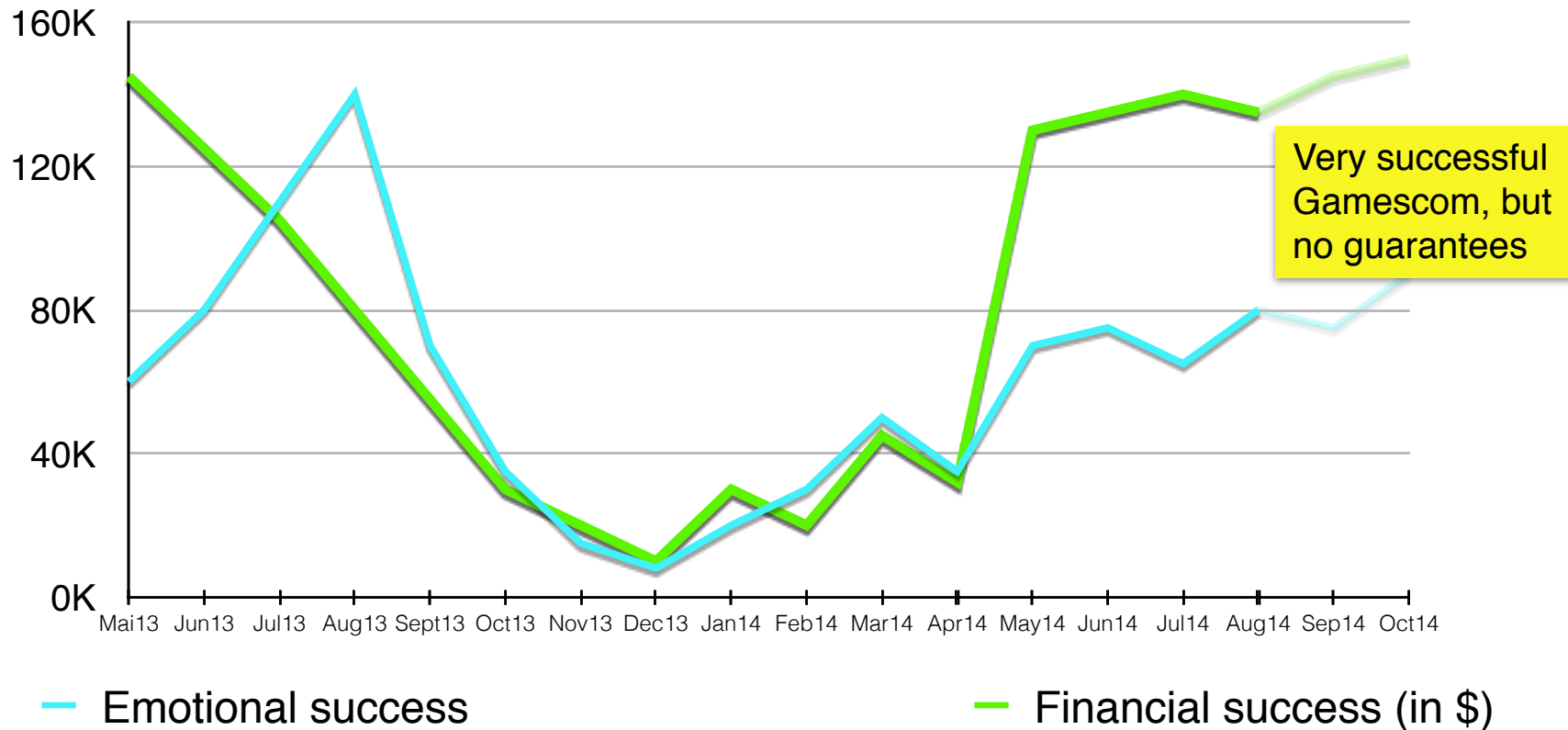
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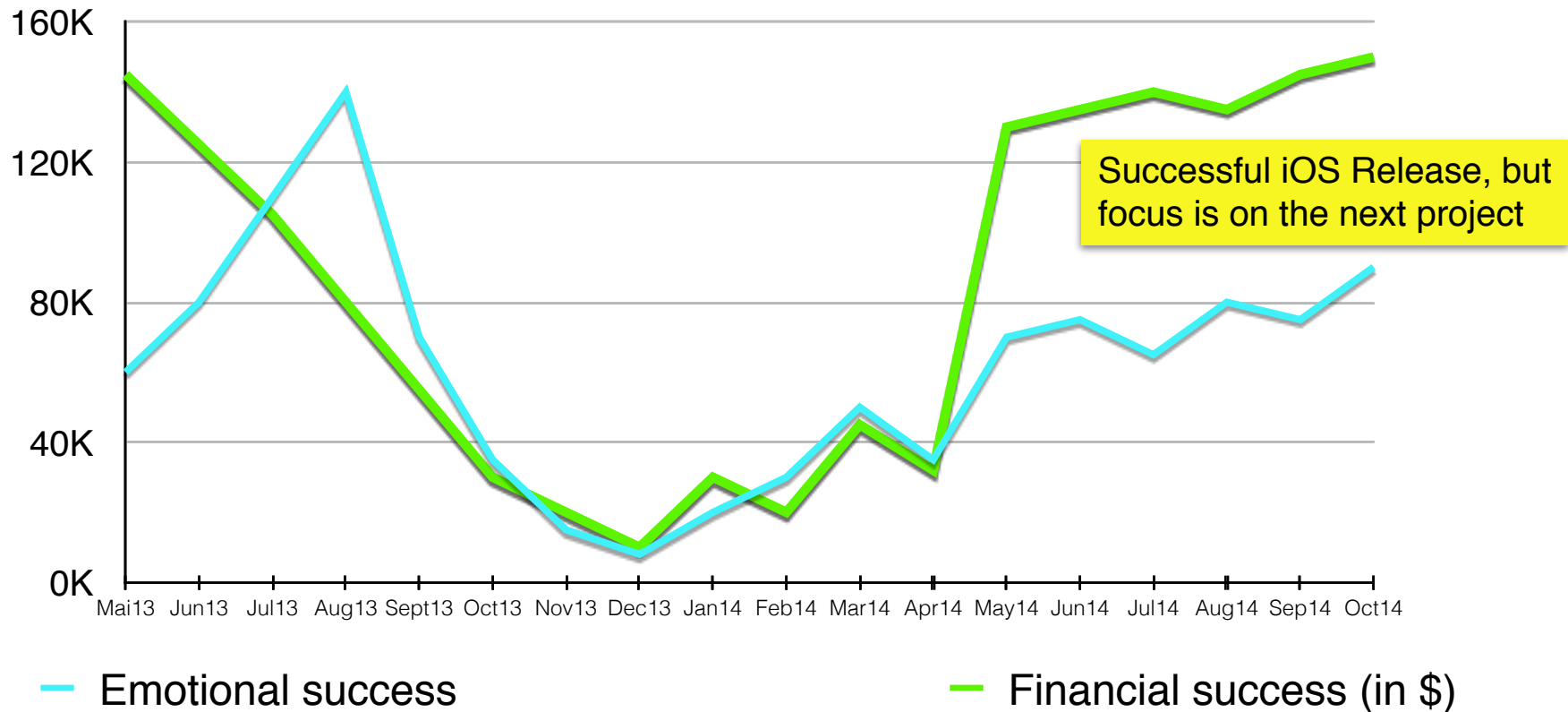
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## Our learnings

- Success is not a straight path
- Two sides to success: Financial and emotional
- No pure success, always a mix of fails and wins
- Define your personal success, set right expectations

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# Change of paradigms

Emotional success  Financial success



# THREAKS new formular

$$\text{Emotional Happiness} = \frac{\text{Money on Bank Account}}{2}$$





# How can you find out what you want?

- be realistic about own estimated numbers
- don't estimate with luck, plan conservative
- don't let other sales-numbers fool you
- gather experience from releasing games, make mistakes!
- ask other developers for advise, share your story
- be honest about your company and personal goals

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# Was it a success?

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# Thanks for your attention!



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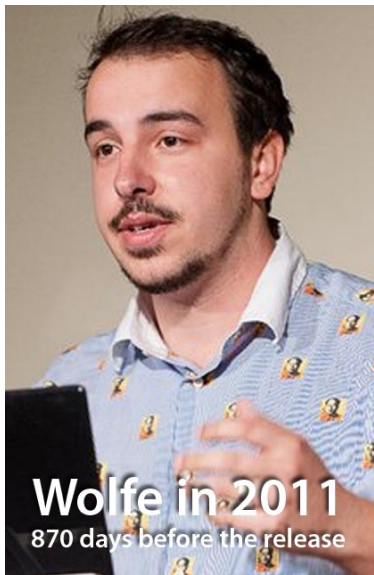
Wolf Lang CO-CEO

[lang@threaks.com](mailto:lang@threaks.com)

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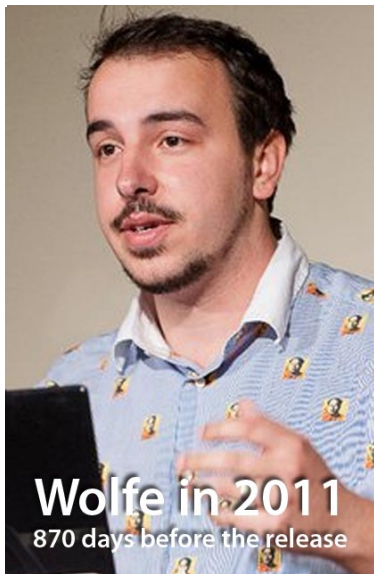
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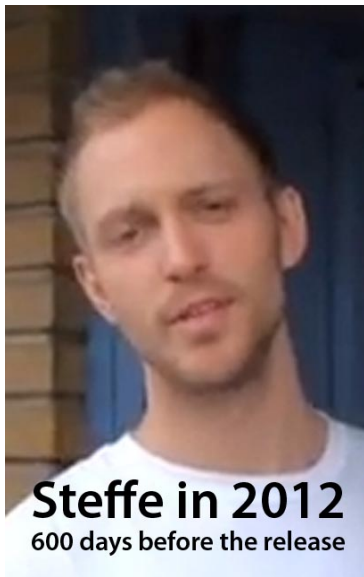


**Wolfe in 2011**  
870 days before the release

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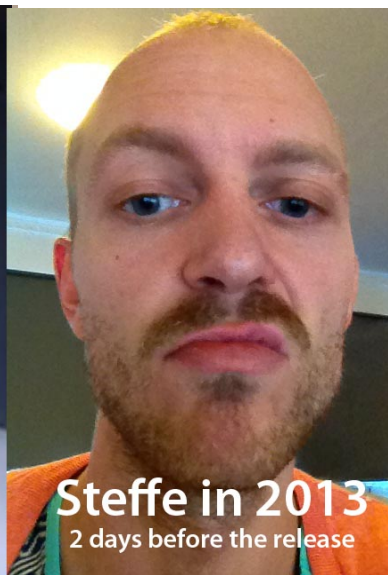
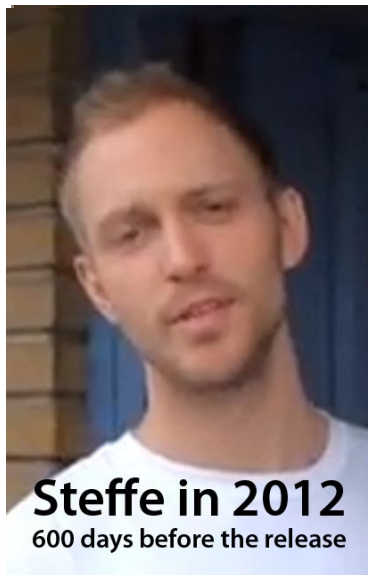


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**Steffe in 2012**  
600 days before the release

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